

# 50 Shades of Digital Marketing

Francesca James; Hannah Durham



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Edited by Francesca James & Hannah Durham

# 50 Shades of Digital Marketing



50 Shades of Digital Marketing

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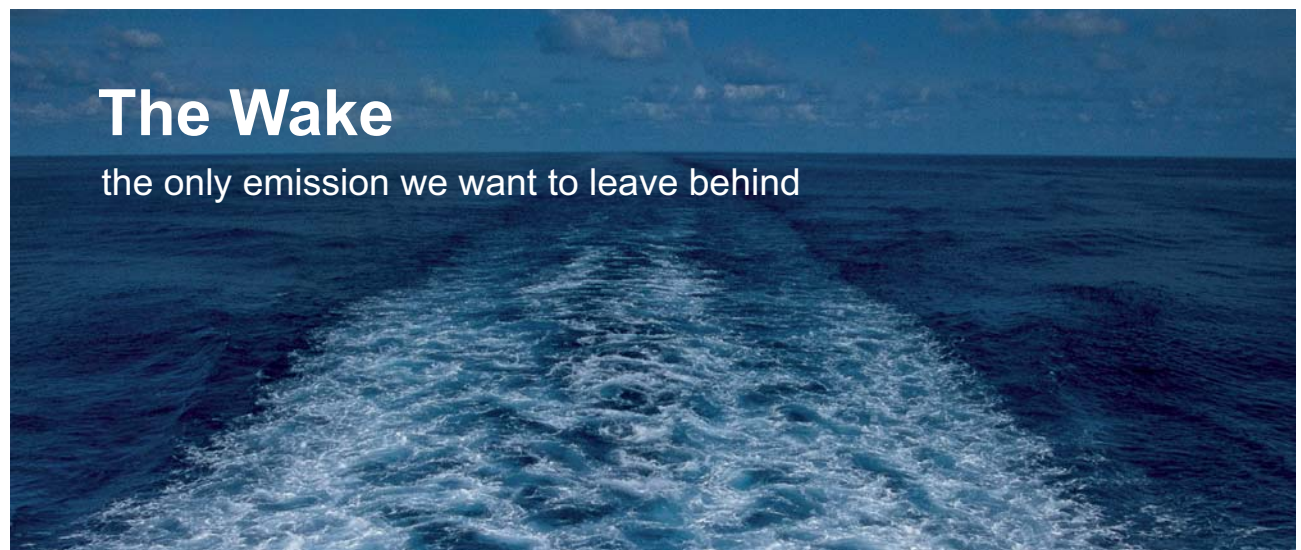
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# Spoiler alert



**Francesca James – Head Of Content, [The Digital Marketing Show](#)**  
[@francescaajames](#)

\*This eBook contains no dodgy erotic monotonous narrative\*

So why the title?

Well, the idea behind it is that although it might be argued that ‘digital’ is turning marketing more into a science than an art form, there are certainly many different opinions as to what businesses should be doing in this brave new world.

The next 50 ‘chapters’ feature commentary from 50 digital leaders. These short-form pearls of wisdom will help to signpost marketers who are in danger of getting left behind at the speed of change in technology, marketing and channels today.

As consumers become ever more digitally savvy and digital marketing techniques evolve at a rate of knots, companies need to ensure they are equipped to tackle digital head on.

Our mission is to help UK mainstream businesses compete in a digital world which is why we produce content like this. The following chapters will give you some information and insight but for the full story you'll need to attend the Digital Marketing Show in excel in November.

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# 1 The Rise and Rise of the Influencer – What it means to today's marketers



**By Andrew Grill – CEO of [Kred](#), the world's largest influencer platform. He is also the author of [LondonCalling.co](#) – one of the foremost blogs on social media technology and social business [@AndrewGrill](#)**

Marketers the world over are starting to realize that achieving “likes” and “follows” is only scratching the surface social media's potential as a marketing and sales vehicle. To turn social media into a viable tool with real top- and bottom-line impact, marketers need to develop content, tap into relevant communities and build relationships with key influencers.

One way to leverage social media engagement is to use big data – Big Social Data – to zero in on communities of like-minded people, and then identify which members are most influential.

## 1.1 Find and Engage

Once you've found your on-the-street influencer, how do you nurture them without compromising objectivity and turning the individual into nothing more than a paid tweeter or blogger? There are two considerations here: getting the influencer on your team, and then keeping them fresh, alert and genuine.

The way to do this is not simple, and human intervention is necessary. A brand advocate needs several touch points and a steady stream of quality content and product samples to keep their social conversations interesting. Conversely, a brand advocate who suddenly turns on your product or service becomes a liability, and should be managed accordingly. Ongoing monitoring will keep your team of influencers functioning according to plan.

## 1.2 What influencers mean to marketers

For brands seeking to use social media as a tool to boost sales, receiving mentions, likes and follows isn't enough. Companies need to identify those who are most influential in their subject areas, engage more deeply with their target audiences, nurture and amplify them.

Both B2C and B2B consumers are looking for authenticity, and will gravitate to those in social media who are speaking with passion and intelligence. Thus part of your digital content marketing strategy should be social media content – provided by real people with real opinions.

Marketers have been trying to get to this level of information out of social media for a long time. Big social data is now providing answers – listening in real-time to make distinctions between people, and then grouping them into localised communities where true influencers can be identified. These communities are easily addressable, if you know how to find the influencers who start discussions, state opinions and engage others.

A vast number of people are now active on social media worldwide. The interrelationships between those people, and the valuable data they generate, is too important to ignore.



## 2 The Changing Psychology of the Social Shopper



By **Peter Briffett** – Managing Director, [LivingSocial](#) UK and Ireland  
[@PeterBriffett](#)

The way we shop is changing. From the moment we start our day, we are inundated with information, suggestions and recommendations, through mobile and social sources, online and from our friends and family, rendering social media more important than ever before.

From a business perspective, with consumers increasingly conversing, reacting and transacting through social channels, communicating with customers through social media is key to building sustainable relationships. Recent research by LivingSocial clearly highlights this need, with 68% of small businesses failing to make the most of social media.\*

Of the 4.8 million small businesses in the UK, nearly a quarter (23%) earn over £1000 per annum through connecting with consumers on platforms such as Facebook, Twitter and LinkedIn. Research also shows that small businesses are potentially missing out on a staggering £554 million each year by not using social media tools fully.\*

So, what defines this new breed of consumer? As well as responding to social media recommendation, there is a strong hunter-gatherer instinct at play, giving some interesting insights into the psychology behind this purchase behaviour. Research shows online bargains inspire strong emotional reactions, with 92% of us experiencing a real buzz from discovering and purchasing an online deal. Conversely, 74% of us also experience Fear of Missing Out (FOMO) worrying that we may miss the experience of a lifetime if we do not stay abreast of social commerce sites, and regularly check social media platforms for ideas and recommendations.\*\*

Our propensity to give recommendations to friends and family also has roots in consumer psychology, stemming from a desire to play a leadership role within our online and offline peer networks, becoming the “social discoverer” by suggesting experiences, services or products to the group.

All this combines to remind us that for all our talk of technological innovation, digital media and emerging social networking platforms, it really all still comes down to communicating with people, and learning to speak the same language as our customers.



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### 3 Leverage your Assets!



**By Dixon Jones – Marketing Director at [Majestic SEO](#), the largest link intelligence data on the planet and Director of Receptional, one of the UK's oldest search companies**

[@Dixon\\_Jones](#)

Digital marketing comes in so many shades, that many businesses do not realise all the digital assets that they have. But it's the business that not only "audits" their digital assets, but joins them up so that every asset gains leverage from, and lends leverage to, other assets that will win almost any digital marketing war.

A simple example is the link between the Newsletter and the Blog. In isolation, a blog only attracts readers that will click on the blog. However good the content, it needs to be fed to the audience. At the same time, the Newsletter comes around every month for companies struggling to manage day-to-day resources and often the content is thin and rushed. By linking the Newsletter to Blog posts, the Newsletter content is already written and the Blog Content already has an active marketing campaign. Now link in automatic tweeting of new blog content and mentions within your own company's social circles and the leverage of the blog content starts to have real meaning.

As this idea of connecting the digital assets into a coordinated campaign develops, it becomes easier to see where that "URL shortener" suddenly becomes a valuable click tracking tool and where that technology that you invested in, for showing different phone numbers to different users to track phone calls in your web analytics, can connect the dots even further.

By concentrating all the digital marketing efforts around one piece of online content – be it in a blog post or on the main site – you also go a long way towards giving the search engines a clear signal of where the authority content is surrounding a campaign, whilst at the same time allowing the audience to engage at a time and a place that suits them – whether through Facebook, a press release on a respected industry blog or a QR code from their mobile phone. All roads should lead to Rome.

## 4 Learn from the Media's Example



By Niko Ruokosuo – CEO of [Scoopshot](#), photography on-demand  
[@Ruokosuo](#)

Businesses can learn a lot about modern marketing by looking at how media companies attract paying customers. To compete with free news sources, paid-for newspapers must produce something that people are willing to pay for and this means exclusive, relevant content.

While editorial content is key, media companies are differentiating themselves with exclusive photos and video content created by the public.

Brands too have realised that it takes more than a thinly-veiled sales message to command consumers' attention and are now producing content that consumers will find genuinely entertaining or helpful. A good example is Red Bull, which has engaged millions of consumers by producing content about extreme sports. This demonstrates its brand values without a can of Red Bull in sight. The lesson here is that the most effective marketing content stands out because it's of interest. However, creating unique content can be expensive and time-consuming, and not every business has a big brand budget. Fortunately, businesses can produce engaging content cost-effectively by turning to their customers to help create it.

However, not every business has a community of fans the size of Red Bull's. To help businesses overcome this challenge, we developed a 'crowdsourcing service' that gives businesses access to hundreds of thousands of mobile photographers worldwide for a small fee. Companies can set location-based assignments, giving them access to both a global audience and a targeted group of local customers. For example, a dentist could raise its profile by asking local people to share photos of their smile, with the best smile winning a prize. This content could be shared via social media or even offered to a local newspaper to publish.

Aside from generating fantastic content, getting consumers involved in content creation is a great way for businesses to engage with customers, and ultimately boost sales.

## 5 The Value Theory of Content Marketing: It's Priceless!



By Luella Ben Aziza – Content and Social Media Marketing Manager for [dotMailer](#)  
[@luella](#)

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I err on the phrase content marketing as it suggests that content created *for* marketing, or that content is a marketing tactic. I believe that content marketing is an approach to marketing that is fit for the digital age. For me, it's proven the most effective approach to B2B lead generation that I've tried in 7 years of marketing. I have seen marketing campaigns that are led by a cracking piece of content impact businesses beyond rankings and traffic, improving culture and customer experience. From the coalface, it's obvious that good content-led marketing sustainably lowers cost per acquisition, contributes to a winning strategy, creates competitive advantage, helps you retain customers and fosters cross-functional collaboration and sales and marketing alignment. It's priceless. Let me explain some of the less-understood benefits:

## 5.1 What's content good for?

### Retaining customers

- Acts as a value-add for existing customers
- Have better conversations with customers

### Acquiring new customers

- Generates traffic and 'baby' leads that can be nurtured to sale
- Provides 'hooks' for social media conversations and gives a reason to follow you
- Provides an endpoint for capturing data from other channels
- Allows you to (vially) bid on more keywords

### Nurturing leads

- Helps educate existing leads down the funnel
- Offers a 'hook' for sales conversations

### Capturing data

- Every piece you publish is an opportunity to grow your database with relevant contacts (and enrich it with content preferences)

### Up-skilling your people

- Authors get to build their profiles
- During production, the content team learn a topic in depth
- If you have a sales team, they'll learn the topic to impress customers...
- Contributors are encouraged to be more active on social media
- Provides reference material for answering queries

**Developing knowledge across functions**

- The combined new knowledge can uncover new content, marketing or revenue opportunities

**Getting you exposure**

- Newsworthy, valuable content is more likely to get you press coverage, links and search rankings – leading to traffic, leads and sales
- This exposure can introduce you to new potential partners, who'll want to work with you

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## 6 Top three tips for winning at multi-channel



By Paul Doleman – CEO of [iCrossing UK](#)  
[@pauldoleman](#)

Multi-channel marketing is exactly what it says on the tin, marketers using various channels to reach their audiences. Today it is essential. iCrossing has seen mobile sales for retail clients shift considerably, over 20% increase, in the last year alone. I believe that a company investing in communication across multiple channels is creating a more stable profile across both ATL and BTL activities.

Below are my top three recommendations to brands for ensuring connected marketing communications across multi-channel.

### 1. Plan your communications

A customer's interaction with your brand is a journey that may involve owned, earned and bought media. It is rarely linear and includes many personal 'moments' – some emotional, some logical –when desire is stimulated, budget decided, reviews read, products compared, purchased and validated. Throughout these moments, a brand has the opportunity to engage with their customers.

### 2. Follow the (technology) trends

The transactional value of commerce conducted via mobile is soaring. Keep a close eye on technology developments – check out [Ray Kurzweil](#) and other futurologists – you may be inspired as to how the ever-onward march of technology can impact your brand and customers.

### 3. Data! Monitor your audience

Your audience is not static. They ebb and flow in and make complex journeys. The moment a customer first engages with you is the moment you must remember them.

As a business, you should track a customer's 'moments' across digital and physical. Each small indication of behaviour and conversation, whether on or offline, allows a company the ability to target more efficiently.



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# 7 If You Don't Know Where you're Going – All Roads Lead There!



By Nick James – Producer, [Digital Marketing Show](#)  
[@FreshNick](#)

Everyone seems to be talking about **content marketing** and that's because it's an important topic.

**Content is why people visit your website** and you need to act and behave more like a publisher trying to attract and engage with your audience than a marketing person trying to sell product. But before you start developing and generating content for your website, the first thing you need to do is to **formulate a content strategy**. Strategy may sound like a word that's only for big corporates, but a content strategy for a website is really no more than what Blackadder's Baldrick would call 'a cunning plan'.

As with any element of business planning it's imperative to understand what you are trying to achieve and where you want to go otherwise your journey will be like something from Lewis Carroll's Alice in Wonderland:

*"Would you tell me, please, which way I ought to walk from here?"* asked Alice.

*"That depends a good deal on where you want to get to,"* said the Cat.

*"I don't much care where – so long as I get somewhere,"* Alice added.

*"Then it doesn't matter which way you walk,"* answered the cat. *"You're sure to get somewhere if you walk long enough."*



The 'plan' doesn't need to be complex but it does need to address the following points:

- Define who your audience is
- Understand what they might be interested in
- Figure out the tone of voice
- Work out where the content is going to come from – source
- Give someone ownership
- Agree frequency – how often is content added

The 'frequency' element is probably the most important to address and will depend on the resources you have at your disposal and the return on investment you expect from any content marketing programme.

In many cases 'less is more' – don't fall into the trap of generating reams and reams of irrelevant and boring content just for the sake of it. There is more information available to us now than in any time in history so unless you are producing content that is; relevant, contextual and 'fresh' it is unlikely that anyone will pay any attention.

If however you can create a reputation as an expert or a thought-leader then the rewards can be massive.

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## 8 Optimising your Inventory for Online Ad Campaigns



By Roger Williams – Chief Marketing Officer, [Maxifier](#)  
[@Maxifier](#)

Nowadays most brands have some form of digital marketing strategy and so it is crucial that advertisers have a good relationship with the agency, network or publisher running their campaigns. With so many ads run on so many sites, it's more important than ever that your ads are fully optimised so they achieve your objective and are seen by the right audience.

### 1. Make sure all of your campaigns are optimised

All your campaigns count, so ensure they have the best chance possible of achieving their goals. While many advertisers assume all campaigns are optimised, the truth is this often only applies to only a small proportion because of a lack of resources and tools. Make sure your campaigns are always optimised and ask for proof of this.

### 2. Technology not gut feel

Online advertising is becoming increasingly complex and new technologies are helping drive efficiencies, speed up processes and make life easier. Check your media partners are utilising technology to help deliver swift, relevant, frequent and intelligent optimisation. Today, Excel spreadsheets and gut feel are no longer sufficient to deliver a true optimisation strategy and could lead to ineffective decisions being made.

**3. Campaign goals should be defined by what is important to you**

Online advertising is dominated by response metrics. If CTR (Click-Through Rate) or CPA (Cost per Action) etc. work for you, that's great. However, if more brand-orientated metrics are the relevant measures of success for you – viewability, interaction and engagement – then these are the metrics you should use; don't let an agency or publisher tell you otherwise. A good publisher or agency should help you optimise around what is relevant.

**4. Learn what is delivering success for you.**

'Transparency' is increasingly used when it comes to describing what online advertising technology can deliver. Challenge your partners to share what optimisation actions they have implemented and the impact these have had to ensure it delivers to your goal. At the very least it will give you peace of mind that your campaign is being optimised. At the same time, it can also provide valuable insights into campaign improvement areas. This can help in planning your future campaigns.

An advertisement for Gaiteye. The background is a warm, orange-toned image of a person running on a path. In the top left, the Gaiteye logo is displayed with the tagline 'Challenge the way we run'. Below the logo, the text 'EXPERIENCE THE POWER OF FULL ENGAGEMENT...' is written in white. A horizontal dotted line follows. Below that, the text 'RUN FASTER. RUN LONGER.. RUN EASIER...' is written in white. To the right of this text is a graphic of a target with concentric circles and lines, with a runner's foot positioned at the center. A yellow button with the text 'READ MORE & PRE-ORDER TODAY' and 'WWW.GAITEYE.COM' is located at the bottom right of the target graphic. A hand cursor icon is positioned over the button.

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**RUN FASTER.  
RUN LONGER..  
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**READ MORE & PRE-ORDER TODAY  
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## 9 What Does the Future hold for the Marketing Organisation?



**By Adele Ghanous – Founder of [Lapis Angularis](#), a boutique consultancy helping marketers set-up their Marketing Operations strategy and organisation**

[@adeleghantous](#)

There is a lot of talk about how digital is transforming the marketing organisation, how the CMO is becoming more technology-savvy and data-driven, how the CTO/CIO is taking on marketing responsibilities. We are also seeing Data Science graduates hired into marketing roles and paid high salaries, but is that at the expense of traditional marketers? Does digital signal the end of creative marketing?

Let's step back and think of Digital as a mindset rather than a separate universe. We are all digitally connected individuals. Whether we are in Marketing or Technology, we all have to embrace Digital and make it part of our work routine. Whatever our roles, we have to gain a good level of comfort with both technology and creative.

Reality is, the CMO cannot drive Marketing strategies with a limited understanding of the technology required to reach customers in the digital age. The CTO/CIO cannot make marketing technology decisions without understanding marketers' and consumers' needs. As such, the creative staff cannot develop creative strategies without understanding the customer view enabled through big data. Nor can the technologists and analysts rely on data alone to develop a customer contact strategy, as they need to take into account the emotions and other subjective factors that drive response.

And so we shouldn't be worried about a future where the CMO turns into a CTO/CIO or where the latter becomes a CMO. The skills they each have are intertwined and the two roles are becoming increasingly critical to the other's success.

A close partnership between the CMO and the CTO/CIO is therefore key to succeed and to grow the business in this new age. So where does Digital stand in all this? It actually plays a critical role – it's the enabler that breaks existing silos and joins up the organisation.

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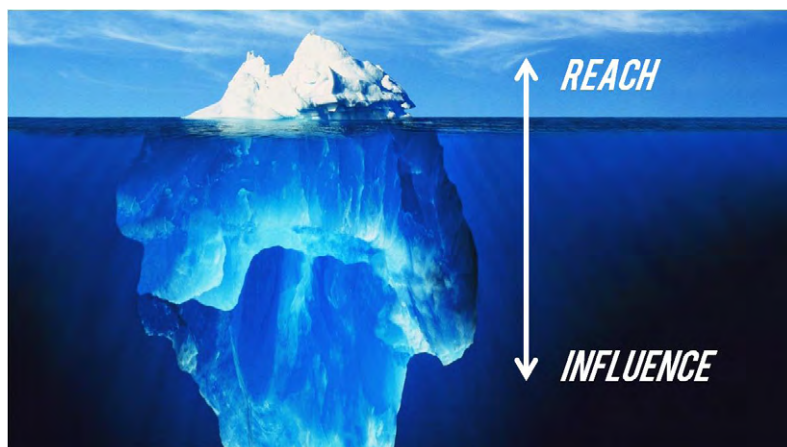




# 10 Don't Mistake Reach for Influence



By Azeem Azhar – CEO of [PeerIndex](#)  
[@azeem](#)



When on the hunt for social media influencers to build relationships with, the modus operandi for many marketers is to look for their most-followed followers. When a celebrity retweets, let alone follows the brand, the whole social media team is in joyous uproar. There is definitely value in having a high-reach individual engage with you, but be careful not to mistake their reach for influence.

To clarify: while it's obviously brilliant to get your brand mentioned by Justin Bieber, he doesn't necessarily carry influence where it matters – by which we mean the ability to directly drive your target customer to perform the desired action (purchase, recommendation, trial...).

Instead, try thinking of your social community as an iceberg.

Your celebrity followers are the visible part above the waterline. If it's brand awareness and high-reach you're looking for, engaging these people is a good idea – though you may have to accept that it's very hard to build a relationship without sponsorship dollars, in which case the authenticity of your campaign will be impacted.

At the bottom of the iceberg are the hundreds or thousands of inactive or spam accounts which aren't really worth counting as they only make you overestimate your reach. They're just one of the reasons why orienting strategies on follower and 'Like' numbers is so dangerous.

Between these two groups lurks a vast amount of potential in what we call the 'magic middle'. These people don't have the enormous reach of a celebrity, but they are respected and connected within specific contexts, and most importantly, can drive action within their social circle. Take into account their high impact on purchasing decisions and opinions, and you'll see why these magic middle influencers are at the heart of influence marketing.



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# 11 Developing a Mobile App vs. a Mobile Website



By James Marscheider – Marketing Manager at [Oxygen8](#)  
[@jamesama](#)

According to a survey conducted by [Compuware](#), 85% of consumers favour apps over mobile websites. This is down to convenience, speed and ease of use. However, as with every important business decision, it's essential to take into consideration the pros and cons in conjunction with your specific business requirements.

## 11.1 Benefits of developing a mobile app

When looking at the main benefits of developing a mobile app over a mobile friendly website one of the most important points to consider is that by developing a mobile app in native code, you can embrace the native functionality of the hardware of the phone. For example, most smartphones have built in accelerometers, cameras, GPS and gyroscopes.

Secondly, while a mobile friendly website will always require an internet connection, with an app this is not always the case. Many apps can store data locally on the phone and you can continue interacting with them even when no connections are available. A good example app to reflect this is the [Daily Mail app](#). When the user opens this app, it immediately looks to connect to the internet to download all of the updated stories and related images for use offline, notifying the user when the process is complete. The user will then effectively have today's newspaper downloaded onto their phone with no real urgent need to connect to the internet. This content will then remain on the app until it is next 'synced' to the internet.

## 11.2 Weighing up your options

It's becoming much easier to develop [mobile apps](#) due to the fact that major operating systems offer developers free frameworks and development tools to get started with app development. However, there are also certain cases when building a mobile website might be a better solution.

Determining if you should opt for a mobile app or website will depend upon a number of factors and these are; target audiences, available budget, intended purpose and required features.

## 11.3 Things to consider

When developing an app, you need to consider each platform on which you want to make it available, which can drive up development and maintenance costs. Whereas with a mobile website, there is only one version of your website you need to maintain. Some companies may also find that their websites are gaining a lot of traffic from mobile devices, giving a mobile website solution a priority over an app.

Another important element to consider as part of your mobile strategy, once you have decided on an app, mobile website, or potentially both, is that you will need a firm plan in place of how you intend to effectively drive traffic to your mobile website or app. This is particularly important if you intend to utilise the mobile channel to open up new revenue streams or to enhance your brand loyalty initiatives.

Mobile apps and mobile websites have their similarities and differences; companies looking to take advantage of the mobile boom need to consider how each solution will help them reach their business goals. Preparing before you take your business mobile will help ensure the route you take will be the right one.

# 12 The Rise of Visual Social Media – Instagram, Pinterest and Tumblr



**By Karen Webber – Head of Marketing Communications at [Axonn Media](#), the UK's leading content marketing agency**

[@webber\\_karen](#)

Audiences have never been as information-hungry as they are today, but competition for their attention online is rife. [Our research found](#) nearly nine in ten businesses market with content, and firms need to provide value in order to stand out. Increasingly, this means including great, creative visuals, such as infographics and videos, into content strategies.

The big game-changer in recent years has been social media – and three major players drive the demand for visual content: Tumblr, Pinterest and Instagram.

## 12.1 Tumblr

Tumblr hosts over 130 million blogs, most of which focus on visual storytelling through images and gifs – entertainment and inspiration are top priorities. One brand that successfully engages followers is Coca-Cola, which describes its Tumblr as, “Where happiness lives online” and features fun, on-brand images tagged with #LOL, #DIY etc.

## 12.2 Pinterest

Pinterest was the fastest site ever to reach 10 million unique users according to comScore. Semiocast estimates it has 70 million users – mainly women but increasingly men and businesses. Fashion brand J.Crew unveiled its latest collection on Pinterest rather than its own site this summer and several reports suggest Pinterest is the top performing social network for conversion and directly attributable purchases.

### 12.3 Instagram

Instagram has over 100 million active users. A significant proportion of these are celebrities giving followers a rare insight into their private lives, which drives up user numbers and engagement.

In June 2013, Instagram dealt a blow to Twitter's Vine app by launching video functionality: 15 seconds of footage (as opposed to Vine's six), Instagram's classic filters and the ability to upload existing clips.

### 12.4 Conclusion

The meteoric rise of these social networks and the high levels of engagement among their still growing user base demonstrate the huge appetite for creative visual content. In order to be successful, brands and companies need to focus on quality and delivering the right message at the right time to the right audience – just as with any other type of content marketing.

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# 13 The Role Video has to play in Driving Traffic and Increasing Profitability



By **Rory Mallon** – Content Manager at leading video marketing agency, [ReelContent](https://reelcontent.com)  
[@reelcontent](https://reelcontent.com)

Brands are increasingly recognising the importance of video when it comes to boosting web traffic to their sites. They appreciate that by increasing the number of hits their website gets and building up a relationship with customers, there is a much better chance they will be successful in the long term.

## 13.1 The case for video

According to Google, one in three Britons views at least one video a week. A study by eMarketer also found consumers are 40 per cent more likely to visit a company's website if they have already viewed one of their web videos.

The popularity of the medium is unquestionable – YouTube currently receives over one billion monthly views – and so the real dilemma for companies is how they can harness its power to achieve their objectives.

## 13.2 More traffic, more purchases?

Simply boosting web traffic is not enough to guarantee an increase in sales. Instead, brands have to go the extra mile if they want consumers to become return purchasers.

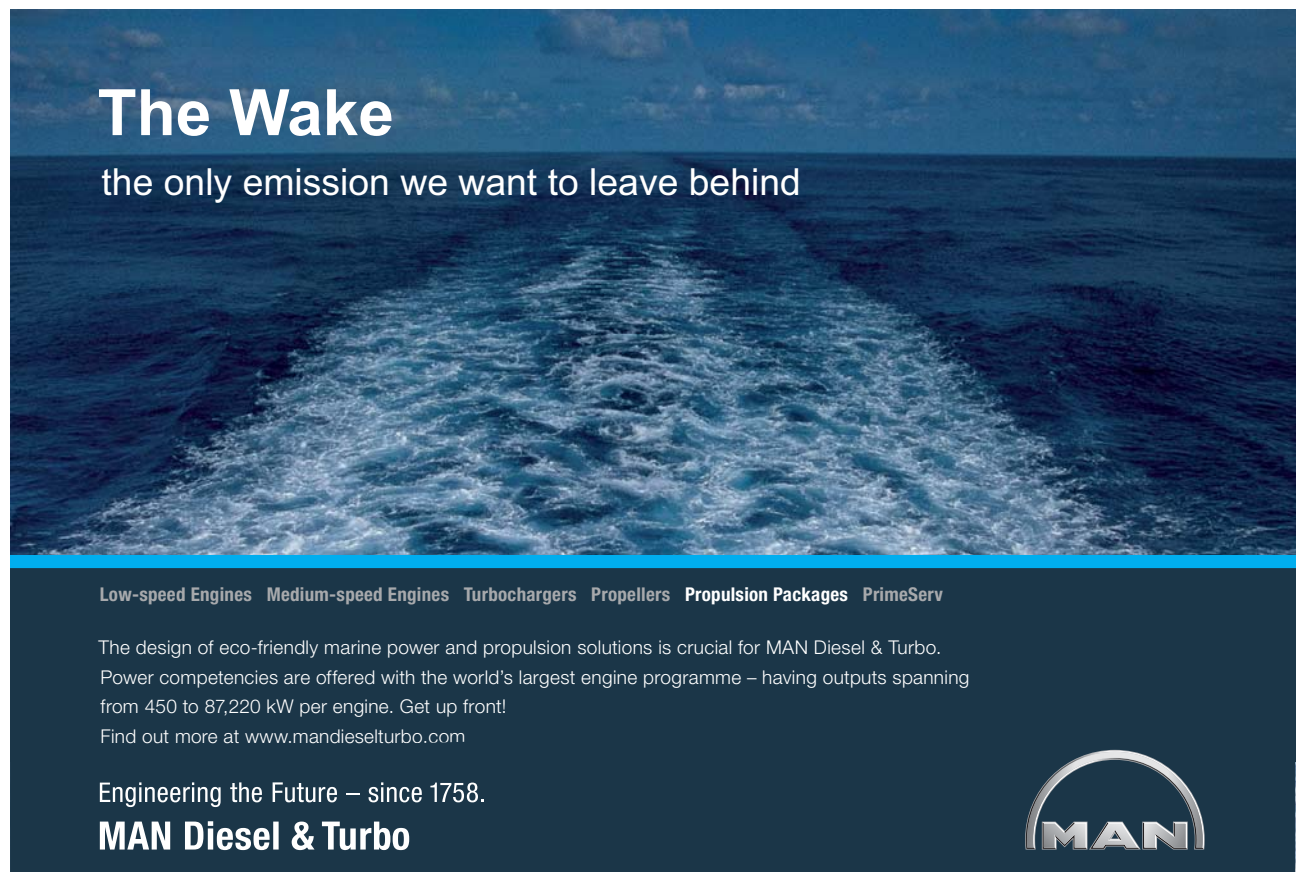


Video is an excellent platform for building customer relationships, as it not only gives brands the chance to offer additional information, but also lets them create an in-store experience online – particularly useful for luxury brands. The medium also works perfectly for social media marketing activities, as channels such as YouTube, Instagram and Twitter have the functionality to upload videos.

Just look at Red Bull as evidence of video's potential. The energy drink giant has over 2.5 million YouTube subscribers and its videos regularly go viral – Felix Baumgartner's death defying 24-mile skydive has been viewed 34.7 million times.

Experts are also convinced that video is the way to go, as a recent study by the Content Marketing Institute and Direct Marketing Association UK found 57 per cent of UK-based businesses are using YouTube specifically for marketing purposes.

Simply put, if brands want to increase conversions, it is essential that video plays a significant role in their marketing mix.




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# 14 The Integration of Search and Social



By **Andrew Girdwood** – Media Innovations Director at [DigitasLBi](#)  
[@AndrewGirdwood](#)

Marketing managers have enough challenges to deal with than cope with incumbent SEO agencies pitching to do work that sounds suspiciously social in nature. Nevertheless, SEO has changed and requires lashings of social engagement for success. For results; SEO agencies must now be allowed to engage with audiences and influencers.

The immediate solution is to integrate Search and Social. That sounds easy but it isn't. Most brands have separate Search and Social budgets, managed by different people and Marketing and PR are completely separate departments.

I blame the PR industry's failure to get into digital until it was too late. SEO grew as a specialism and Social followed. The circle is complete and now all three disciplines are straining to unite again despite corporate and agency structures that resist it.

What can you do if you can't find an agency with Search and Social chops or are unable to execute the dramatic internal restructures necessary to manage the channels?

One solution is to use frameworks. Get your Search and Social experts (be that one or more agencies) to work within the same artistic vision as your Creative agency. That might mean agreeing on themes, the types of messages any engagements would create and styles up front so that any outreach assets created fit the overall plan. Equally, that means getting the Creatives to agree on ideas that are useful and interesting to audiences. Media transforms creative work from art to marketing, after all.

A similar approach is to ensure your Social and SEO agencies coordinate and cooperate on outreach. It is likely that both agencies will want to do it. If the Social agency insists on doing it then establish what good looks like in terms of results and hold. For balance you must also give them the chance to review and feedback on the engagement plan before they begin the outreach.

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# 15 The Importance of Speed to eCommerce Companies



**By Dom Monkhouse – EMEA MD and SVP Customer Experiences at [PEER 1 Hosting](#)  
[@dommonkhouse](#)**

Every aspect of our daily lives now seems to move at a million miles per hour. The evolution of communication has swiftly moved from carrier pigeon to post, through to email and the instantaneous nature of social media; while the traditional courting process has become a thing of the past thanks to point and click online dating sites.

The world of online retail is firmly at the heart of this speed revolution. Consumers demand speed in all aspects of their online shopping experience. They are frustrated by having to wait more than a few seconds for a website to load, and refuse to scroll through a multiple stage buying process. The younger generation demands what they want, as soon as they want it.

Google recently calculated that slowing the load time of its search results by just four tenths of a second would lose eight million searches per day, hence missing out on several million adverts and billions of dollars. Therefore speed is a fundamental commodity to any eCommerce company.

Having a fast eCommerce site improves conversion rates, boosts Google and SEO rankings and enhances customer perceptions of a company. But getting it wrong and having an ill-performing, slow website is fatal. The end result will see consumers with a hole burning in the left-click of their mouse abandoning your website in favour of your competitors.

Online retailers that want to boost sales and appeal to consumers must ensure that their websites are quick, easy to use and have straightforward purchase processes.

The key to this success is using a web hosting provider that ensures a website performs in all eventualities, including spikes in demand, and guarantees maximum uptime and optimal performance.

# 16 Ditching the SEO Silos: Integrate the 5 Pillars of SEO



**By Kunle Campbell, Digital Marketing and eCommerce Strategist**

[@KunleTCampbell](#)

Over the last decade, SEO as a discipline has built up a reputation as a dark-art of manipulating Google's organic search results. SEO was viewed as purely a technical process; yet in reality it is mid-way between your marketing and web design departments.

I have developed the '5 Pillars of SEO' framework organisations that has an integrated digital marketing and brand-oriented focus.

## 16.1 The Foundation: Keyword Research

Keyword research is indisputably the most important fragment of an SEO strategy as it lays the foundation of key-phrases an SEO campaign will target and sets as its goal. Start off with long-tail keywords and work your way up to short tail.

## 16.2 Pillar 1: Technical SEO

Google needs highly accessible websites it can crawl and index, so technical SEO is well supported. Technical SEO considerations include indexation and pagination, page load times, rich snippets, keyword research, information architecture and URL structure.



### 16.3 Pillar 2: User Experience

An intuitive, easy-to-navigate website is key to SEO. Metrics like average time onsite and bounce rates serve as engagement indicators, gauging the success of branding, user experience and ease of payment. Image-driven, video-rich content and responsive design improve retention rates.

### 16.4 Pillar 3: Content Marketing and Outreach

Sites need to create and promote content in line with their product and brand identity. Be imaginative about format – content can mean video, audio or graphics or text. Content can also be onsite or offsite.

### 16.5 Pillar 4: Public Relations

PR is becoming more relevant to SEO as it exposes brands to the wide audiences. Bloggers have emerged in the PR space, and they're critical for successful SEO campaigns.

### 16.6 Pillar 5: Social Media

*"Content is fire, and social media is gasoline"*. Content you produce can live on across social media, reproducing and being disseminated independently of your site.

Finally regularly track your progress with Analytics and reporting.

An advertisement for SKF. It features a woman with long dark hair smiling in the foreground, with a wind turbine in the background. The text 'Brain power' is written in large white letters. To the right, there is a block of text about wind energy and SKF's role. At the bottom left, it says 'Plug into The Power of Knowledge Engineering. Visit us at www.skf.com/knowledge'. The SKF logo is at the bottom right.

Brain power

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# 17 The Dos and Don'ts of Dealing with Bloggers



By Louise Findlay-Wilson – Managing Director, [Energy PR](#)  
[@louisefw](#)

Here are some top tips from the Energy PR team for dealing with this increasingly influential group.

1. **They're all different.** Know and treat bloggers as individuals. Don't make the mistake of thinking that a blog written as a hobby will be less influential (and therefore less important) than one that is full time.
2. **Knowledge is power.** Take the time to read the relevant blogs for your brand and business, to understand the content posted.
3. **Be personal.** *"If someone sends me an email that says 'dear blogger' I just delete it straight away".* Need I say more? Take the trouble to tailor your communication to each blogger and find their chosen method of contact rather than just adding comments to their posts.
4. **Avoid unrealistic expectations.** If you are sending a product for review, bear in mind that they will have other work on and things to review (they get somewhere between 2 and 10 approaches a week) so your item won't necessarily take priority.
5. **More information, not less.** When sending new products to bloggers, give them the same level of information you'd give to journalists.
6. **Images are good.** Blogs thrive on images so always supply them, but remember, bloggers like to have the choice of using publicity images or taking their own.
7. **Keep it real.** Bloggers like to experience the same products or brand experience that their reader could, not an embellished version to generate a better blog post.



8. **Results aren't automatic.** As with journalists, bloggers aren't obliged to feature you in their posts unless the content is paid for.
9. **Follow up.** If you sent them product, make sure you know if they received it, what they thought and whether they had any questions. Equally if they attended an event for you, find out if they enjoyed themselves or have any feedback. This way any negatives can be dealt with before posts go up.



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# 18 SEO Q&A on In-Depth Articles



By Adam Bunn – SEO Director, [Greenlight](#)  
[@adambunnuk](#)

Depending on your point of view, “in-depth articles” is either Google’s latest addition that will represent a new opportunity for gaining SEO visibility or yet another threat that further crowds out traditional search results. If you’re in the former camp you may find this Q&A I conducted with myself (yes, I know...) of interest.

## 18.1 What are in-depth articles?

A new type of search result that Google is showing for queries where Google believes a deeper, more informational search result is appropriate. You can see them by searching for “Pinterest” (for example) on Google.com, where it’s currently being tested.

## 18.2 I thought in-depth articles was an algorithm...

That’s how it’s been widely reported, and there is of course an algorithm used to rank the in depth articles, but it’s more than that because this algorithm comes with an appreciable update to the search results page, rarely the case with a Google algorithm update.

## 18.3 So are these new results in addition to normal search results?

No, currently they replace the bottom 3 search results, so the opportunity for ranking with normal search results has diminished a bit more.

## 18.4 Crikey – how do I get “in-depth article” ranks then?

Firstly you’ll need to scour your target keywords for terms that either already show in depth articles in Google.com or that you think are likely to in the future. Then the usual SEO factors are still important, in addition to which is the startlingly obvious fact that your articles need to be more detailed, long and, well... in-depth. Making sure they contain plenty of rich content can’t hurt either. Finally, Google’s published a checklist of some basic requirements it expects to find for in-depth articles, including authorship, the logo of your organisation, use of the “article” schema and a couple of other things. Head over to [goo.gl/BoVNNT](http://goo.gl/BoVNNT) for full details.

## 18.5 Should I bother? I’d like to rank higher than the bottom 3 RESULTS

It’s true that the bottom 3 search results collectively receive less than 0.1% of the traffic of the top 3, but on the other hand they receive twice as much as all of the results ranking on page 2 added together. Based on this you might reasonably conclude that the value of optimising for in-depth articles depends largely on whether you already have page 1 ranks for the informational keywords you’d like to target.

More importantly, look at what happened to the other “universal” result types over time; videos, news, places, images, and so on all started out segregated from other results in one way or another, and are now an integral part of the search results and often rank at the top of page 1. If in-depth articles prove a hit with users there’s every reason to believe they’ll be made more prominent in time.



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# 19 How to take Relationship Marketing to the Next Level



**By Tim Langley – CEO of [CANDDi](#), visitor analytics software which tells you who has visited your website, what they've looked at and helps sales teams understand how to connect with each visitor [@CANDDi](#)**

Small businesses often focus on relationship marketing to identify and develop customer relationships to encourage repeat sales and develop new customers.

The majority of buying decisions start with a web search these days. Yet most companies have almost no visibility of who is visiting their website, what they are looking for and whether they actually found it.

In fact, 98% of website visitors do not make an enquiry. So it's worth implementing a system to improve your conversion rates and identifying reasons why visitors would not make an online query or purchase.

Of course, it is easy for any business to examine their web analytics and get lots of numerical data. Google Analytics is fantastic free software, which can give businesses vast amounts of information.

But how useful are numbers and statistics when you're trying to identify barriers to making a sale, or when a customer keeps coming back to your website, but just hasn't made a purchase yet?

Standard analytics packages provide population data, but don't give you details of the individual customer journey, and let's face it, you can't sell to numbers.

The majority of people visiting your website are expressing an interest in your products, but they might not be ready to buy. They might just be doing some browsing or some research.

Therefore, it would be extremely useful to digital marketers if they know if and when the same visitor came back and what they had previously viewed. By examining more detailed visitor data, a business can begin to discover how customers move through the website as they search for what they need.

By combining visitor analytics with the sales process, digital marketers can get insights to convert a new sale, as well as discovering what works about promotions and new products.

The smart marketer can use visitor analytics to find out more about this customer journey and importantly, individual customers. For high worth products, this kind of investment is worthwhile to convert an individual prospect.

Relationship marketing relies on communications to keep in touch with customers, but by taking this tactic to the next level with visitor analytics, a marketer can see exactly who opened a newsletter communication, for example, and then which product pages they went onto view, which PDFs they downloaded or which videos they viewed – and importantly whether they went on to make a purchase.

By examining visitor analytics, a relationship marketer is essentially given the last piece of a jigsaw puzzle. To make the marketing and sales process fall into place, looking at individual actions means the company can quickly identify when to send out a trigger email, promotion offer or put in a follow-up call to urge a prospect into action and complete a sale.

In short, without the ability to track activity and associate this to known individuals then relationship marketing is almost worthless.

# 20 Why LinkedIn Is Your Best Lead Generation Friend



By Claire Bryden – the LinkedIn Expert at [The Organic Agency](#). The Organic Agency specialises in Consultancy, Creative, Website Development, Search, Social and Content Marketing.

[@ShinyShoeClaire](#)

LinkedIn has changed, grown up, added things, and removed things. But in the past 10 years it has become the most important B2B lead generation tool.

In this brave new world of digital marketing we need to be smart about using this lead generation tool. LinkedIn is a minefield for hidden pathways and secret pathways. I've pulled out three tips that LinkedIn experts don't share lightly...

## 20.1 3 Secrets LinkedIn Experts Keep To Themselves

### 1. Use The Saved Search

It takes minutes to set up, but can bring in £1000s in extra lead generation potential. Set this up and be emailed every week with prospects that match people who you'd like to do business with. Connect, build a relationship. Then watch as your new business pipeline grows.

### 2. Open a Black Book of All the Contacts You'll Ever Need

Have you used the Advanced Search? Try it – dream up who you'd like to contact. Then watch as LinkedIn returns your ideal prospects, with their contact details!

### 3. **Grow Your Connections To Above 500**

More connections mean a bigger network... and increased lead opportunities. Plus you'll be more likely to appear in search results with 500+ connections.

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# 21 Are We Allowing Big Data to get too Big? Is it in fact just a euphemism for 'lost in data'?



By Nicky McShane – European Managing Director of WPP Digital's [Media Innovation Group](#)  
[@MIGtweets](#)

It's been interesting to watch how rapidly 'big data' has crept centre stage, with industry events now putting it high on their conference agendas. I'm stuck for choice over the number of dedicated data events and 'practical' workshops I could attend if I was new to the industry and wanted to get my head around the concept of how we should look at data to source and engage with new prospects whilst also cherishing and inspiring our existing loyal customers.

All great stuff and worthy effort from an industry keen to share ideas, but seriously, isn't all this hype simply making 'big data' too big? Aren't we just making a little bit too much noise and over-complicating its use instead of concentrating on clearly demonstrating the immense value of its insight?

Data exists in every organisation and advertisers have always had customer data at their fingertips. The reason why it has rapidly risen to become the latest, hottest trend is all thanks to the growth of internet use. User interaction data has equally become much richer as current technological advancement has allowed us to discover new ways to follow customer browsing interactions.

Kevin Kelly, the founder of Wired magazine, recently described the internet as “a magic window”! His analogy is particularly relevant when you think of the extent of insight that we now have into our customers and their online engagement. Advertisers can discover who buys their products, for how much, where and when. This first party data is invaluable, and technological development has now given us an even greater understanding of how to talk to our customers. Overlaying this already precious audience data with third party data, from demographics and weather trends to retail footfall and multi-channel engagement, has meant data management is now gold dust for marketing to truly achieve ROI and build brand awareness.

But, as an industry we're also becoming dangerously fixated on how much data we're able to acquire. I read recently that two and a half exabytes of data are created every day, and there's plenty of other mind blowing statistics regarding the number of channels, conversations and journeys we're able to track. But, 'big data' isn't just about accumulating more data; it's about discovering intelligent data insights and connecting data in order to stimulate customers and improve their experience.

There's no denying that data provides greater insight, awareness and in turn reduces media wastage. It also gives advertisers the ability to look beyond the captive audience, understanding the true customer journey and powering their brand delivery. Latest partnerships, including WPP's link-up with Twitter, have also once again broadened our data collection capabilities by specifically giving us a real measure of the worth of community loyalty, and opening the door to whole new conversation channels encouraging even greater brand engagement.

Obviously, there's some who do feel that insight or data driven advertising is now simply a given and not a privilege anymore. But some of the 'big data' noise has also revolved around the concept that data could simply be breeding an attitude of false certainty, with its analytics and crunched results becoming the dominating driver and squashing the very creativity which allows our brands to grow.

The challenge is therefore for businesses to harness every facet of the data they have, and specifically to look at how the data held within their siloed marketing, IT and sales departments can be connected so that insight can be collectively and strategically applied.

For some, this isn't the easiest of propositions, especially if there's a lack of resource or the need for training to build understanding and data ability. But this doesn't have to be a solo in-house effort. Our industry has nurtured a raft of tech companies who have developed proprietary technology which can digest, filter and simplify big data into easy to use insight.

As part of a strategic marketing approach, Data Management Platforms specifically enable advertisers to store their data efficiently, analyse their audience's brand engagements and understand where improvement can be made. Armed with this wisdom, they can then leverage the insight to make smarter advertising decisions and to intelligently build brand awareness campaigns with immediacy that real time aggregation of data provides. Overlay this with precise planning, management and measurement for targeted campaigns, and you're then effectively armed to the marketing hilt.

But most importantly, a DMP will enable advertisers to simplify their data dealings. Big data might be the future for advertising, but realistically, advertisers need to start with the basics and evolve their delivery once they've had time to filter what information they need, what's useful, what works and what's actually important to build their businesses. Now's not the time to get lost in 'big data'.



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## 22 It's Time to up Your Email Game



**By Dela Quist – Founder and CEO, [Alchemy Worx](#)  
[@DelaQuist](#)**

Why is email such an effective marketing channel? I could reel off hundreds of reasons but the key fact, which often gets forgotten, is that consumers proactively choose to receive a brand's emails. In the instant that someone clicks 'subscribe', they demonstrate their interest in a brand and what it has to say. That is probably why [Merkle](#) found that 74% of consumers actually prefer to receive commercial communications via email over any other channel.

In spite of these facts, many marketers continue to feel concerned about the number of emails that they send to these willing recipients, mainly thanks to the popular myth of the 'inbox overload'. Apparently, consumers constantly worry about hundreds of emails stacking up in their personal inboxes.

This myth has led some marketers to send more and more email to their most active subscribers, while sending little or nothing to those that haven't opened or clicked for a while – ironic indeed! This strategy misses the point that email can be as effective at driving brand recognition and engagement as it is at generating opens and clicks. If you send more emails to your subscribers, you increase your chances of raising awareness and capturing their attention, thereby maximising the power of email marketing.

Given the fact that many brands have more customers and prospects on their lists than they can reach via mainstream media, email should be viewed as a channel that is exclusive to your brand, enabling you to regularly talk to a wide and willing group of consumers very cost effectively.

Every email you send is an opportunity to engage. Just targeting the more 'engaged' segments of your database only perpetuates the size of your inactive segment. Instead of worrying about sending too many emails, marketers should make their messages more compelling and valuable – and find out how to send just one email less than too many.

## 23 The Future of Online Content – Link Attributes and the Authored Web

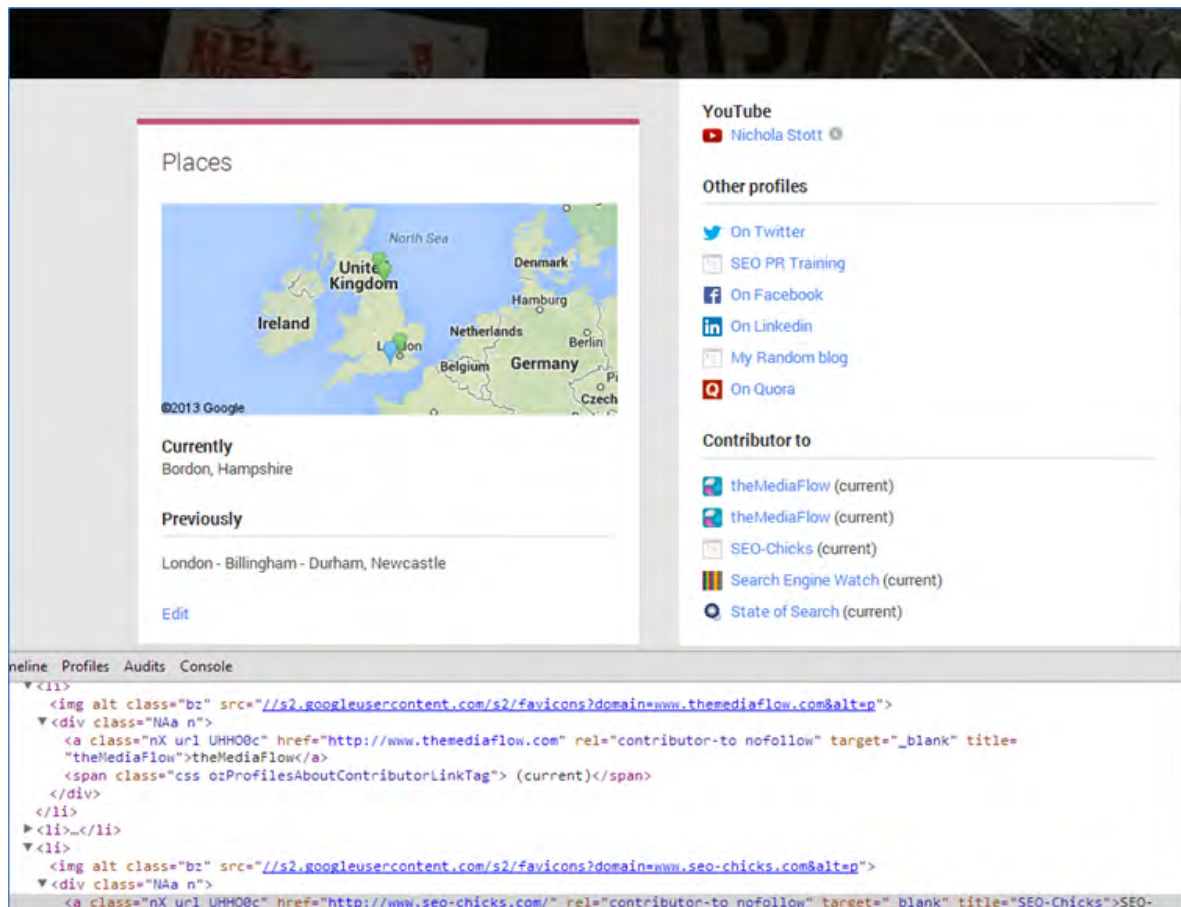


By **Nichola Stott** – Founder of [theMediaFlow](#), SEO and social media agency  
[@NicholaStott](#)

Links are the very stuff of the web. It is how information is architected, how the reader traverses, how search engine crawlers discover content and how algorithms calculate equity to pages.

With the appendix of a rel attribute, a hyperlink can have additional meaning attached to it; giving a richer dimension to the link graph and in many cases describing the interpersonal relationships between the real people who have written the content of linked pages or who are the subject of a page.

On my company website, I regularly write blog posts and news updates about the company, therefore we mark-up links to my Google+ profile with rel=author. On my Google+ profile/About section I've added a list of other social profiles e.g. Twitter, Quora and LinkedIn and Google marks these profiles up with the rel=me link attribute. In addition, I can list the blogs and websites I write for and these links are marked-up with rel=contributor-to.



What this means is that I am giving search engines and other web crawlers a picture of who I am (from a data perspective) and my relationship to other sites on the web. There are myriad applications for this data from social graph tools and databases to verified identity methods for social media participation; however from a search perspective this gives an additional, deeper method of qualifying a page quality by including the equity and authority afforded an author; which theoretically is harder to game than previous iterations of link-based algorithms.

In the past decade Google have filed multiple patent applications for what is defined as Agent Rank and in an [August 2011 filing](#) *"The digital signatures can be used to influence the ranking of web search results by indicating the agent responsible for a particular content piece. In one implementation, the reputation for an agent is expressed as a numerical score. A high reputational score indicates that the agent has an established positive reputation."* (Source: USPTO.gov.)

Whilst we're yet to see concrete evidence of author/agent algorithms impacting ranking pages or have any formal confirmation from Google that this is now certainly a factor, from my decade of experience of working in search I'd support this to be the future of the authored web.

# 24 Has Digital Changed PR



By Anne Cantelo – MD of [Onyx](#)  
[@annecantelo](#)

PR has always been one of the least understood of the marketing disciplines. At a party my quick explanation is that advertising is me saying how great I am, and PR is getting someone else to say how great I am. How has digital changed that?

The internet created an explosion of media. Our database has six thousand journalists on it. There are now hundreds of publications, websites and blogs on every subject and in every region. Most clients still like to see their name in print, but in many sectors (such as beauty) it is online bloggers who will drive awareness and sales far more than a print article.

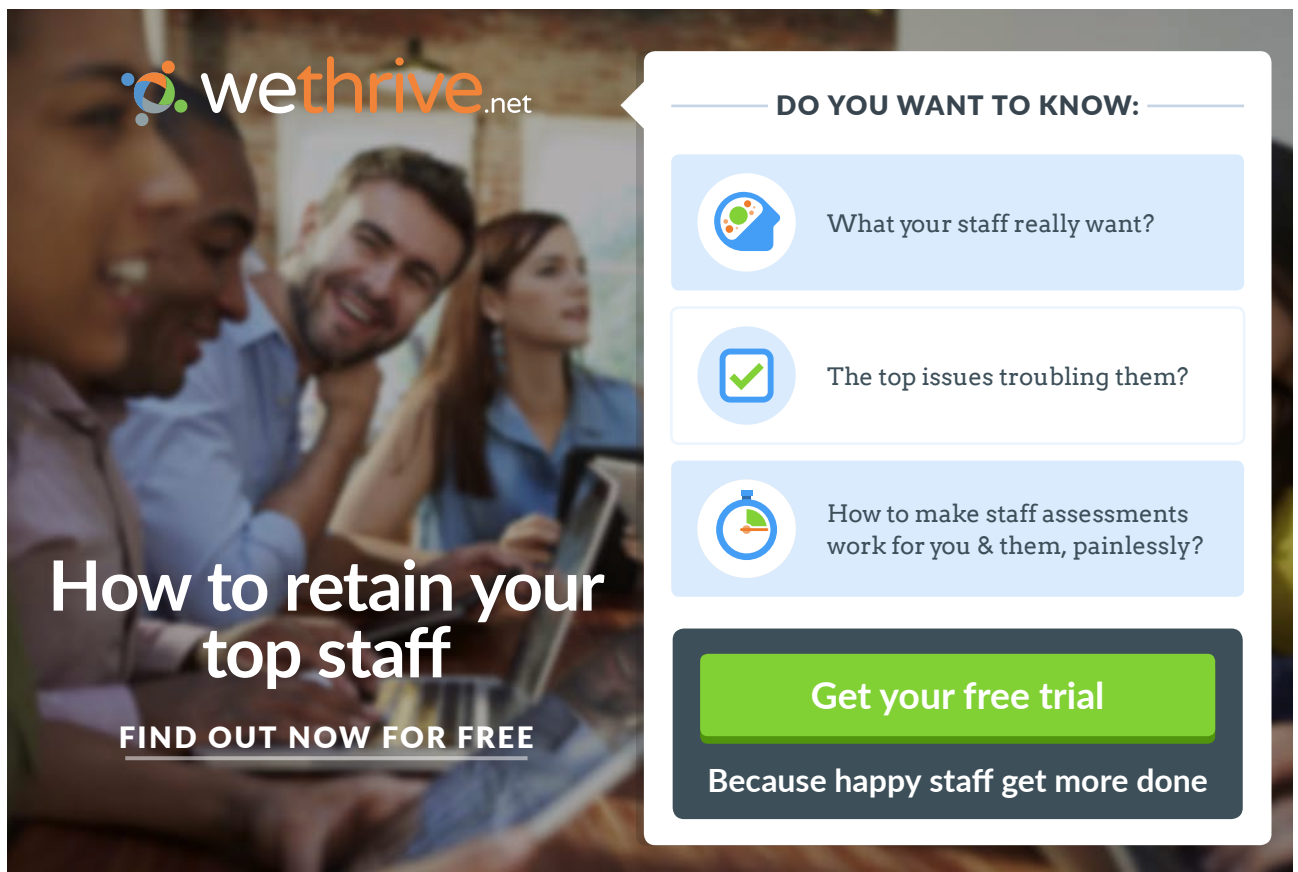
It is therefore more important than ever to identify and focus on the media that will have the impact needed, and evaluation of PR has always been a challenge. Twenty years ago we were happy to give clients audience and advertising equivalents as valid measurements, with perhaps some analysis of messages and positive versus negative. Today, particularly in B2B campaigns, website statistics often give a much clearer indication of how much extra interest a piece has provoked.

Social media will also tell us how much impact a PR campaign is having. There is still a lot of argument as to where social media sits in digital marketing, but for me it is clearly part of PR. Social media is a tool for allowing brands to interact with their customers directly, rather than through a middle man (the journalist) and it is often on social media that reputations are now built (and lost).



Good PR should work in harmony with SEO. Too often these two disciplines operate in very separate silos, but by understanding each other, and communicating a little better, we can dramatically increase the impact of both.

PR is still fundamentally concerned with communication and the management of reputations. Like everyone else, we have some new tools and challenges, but our end goal has not changed.



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## 25 PPC Advertisers must capitalise from the Great Google v Amazon Product Listing Battle



By Tina Judic – MD of online performance marketing agency, [Found](#)  
[@tinajudic](#)

Pay per click continues to be an advantageous part of any brand's marketing armoury, but the increasing focus on Product Listing Advertising within the Search space is now creating a further and larger lucrative avenue for savvy advertisers.

The internet has made it so easy for us to find and buy whatever we need from wherever in the world, and we're all extremely comfortable with the concept of browsing and buying online now. This massive shift in purchasing habits has therefore not gone unnoticed by the big Search giants of Amazon and Google who are battling to grab as much revenue as they can from online shopping and in turn are creating an even greater opportunity for brands to increase their exposure and sales potential.

Until February this year, Amazon dominated the marketplace scene offering advertisers three distinct ways to sell their products: Amazon Product Ads, AdSense and, of course, Amazon Marketplace. However, once Google shifted its once free Google Shopping proposition to a paid-for model, the landscape changed dramatically.

With its sights firmly set on Amazon's shopping crown, Google has significantly ramped up its exposure of its Product Listing Ads, doubling its traffic each quarter since it started charging advertisers. Alongside this, CPCs have increased 53% year-on-year as a result of more and more advertisers using them and even before the charges came in, figures were showing that Google was sending 96% more traffic to merchants than Amazon.

The playing field is therefore so much bigger now, but such rapid growth means that a solid PLA strategy is more important than ever. Advertisers need to have a well set-up and fully functioning product feed to ensure only the most relevant products are shown against search queries, and the use of specialist third party tools will give them the competitive edge to succeed in the online shopping arena already valued at over \$14billion for the past 12 months alone.



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# 26 The Power of Seduction



By **Justin Taylor** – MD of [Graphitas](#)  
[@JustinGraphitas](#)

Advances in technology offer incredible new opportunities for the digital marketer, vibrant and exciting new frontiers frequently appear on the horizon, as a result our attention is often captured and heads are turned by success stories of our competitors and peers.

Social media, apps, responsive design, video etc. all offer amazing opportunities to anyone in marketing... and therein lies the problem... simply doing social, doing video, doing responsive offers no guarantee of success and unfortunately the vast majority of campaigns are destined to fail.

Digital marketing makes it very easy to be reactionary, so the belief is if it works for someone else, it should work for you, and sadly that is rarely the case.

## 26.1 Old school... it's the future

The fundamentals of digital marketing remain exactly the same as traditional offline marketing, for a campaign to be successful it has to be engaging and it has to stimulate emotion amongst your audience.

Who would have envisaged that printing a name onto a bottle of Coke would be the most successful marketing campaign of 2013?

The success of this campaign wasn't the result of TV, press, social or digital, its success was the result of stimulating emotion and engagement, and as a result it became impossible to pick up a bottle of coke without looking at the name on the label.

Its genius is simplicity, the campaign didn't rely on media or social channels for success, yet the campaign went viral. Throughout the summer images of Coke bottles dominated Twitter, Facebook, Pinterest, press and TV, emotionally connecting people with the brand – creating interest and renewed loyalty.

The Coke campaign is a textbook example of understanding a brand and more importantly a brand understanding its audience.

So as we endeavour to bring marketing to new platforms, remember this... the platforms we use to engage our audience may change, but the marketing fundamentals of engaging them remains exactly the same.

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## 27 Treat your Website like a Shop or Dealership



**By Mark Russell – Managing Director of [Optimus Performance Marketing](#), the largest affiliate marketing company in Europe**

[@Optimus\\_PM](#)

I totally agree that the measurability of digital media can make it appear science, but at the end of the day what is it measuring if it isn't consumer behaviour? The softer sciences of want, need, convenience, persuasion, etc.

Treat your website like a shop or dealership. Many merchants see their website as a shop – its contribution is judged on the same performance metrics as an individual offline store. The key difference being that the website has no human face or geographical boundaries (save for delivery constraints) – so a good e-commerce website has to clearly explain product, prices and promotions quickly to a new visitor to gain attention and generate a sale as well as maintaining consistency (navigation and core product range) to enable loyal customers to quickly find what they want and buy.

Successful clients use the knowledge of customer behaviour in an offline environment in addition to their web analytics to balance off these varying requirements. Changing a site too often in response to a single aspect of data can often have unintended consequences that more than cancel out any perceived advantage and the optimum solution is often a balanced compromise.

The ability to frequently update offers and product is key, as well as maintaining a quick and easy checkout process as well as cost effective convenient delivery options complete the picture.

## 28 Has Digital Killed Traditional?



By Ashley Smatt – Founder of [King Out-of-home](#)  
[@KingOOH](#)

With everyone jumping up and down about the opportunities provided by digital marketing, can we now ignore the traditional forms of advertising? Why put a poster on a bus shelter when the chances are that the people waiting are glued to their smartphone or tablet?

We're all bombarded with messages all the time. Some of those messages are presented in a way that provides colour and even glamour on a grey day and some are obtrusive and irritating. I would put pop up adverts on websites and 'direct marketing' or spam e-mails into that latter category.

I don't believe out of home advertising has any of those negative associations. Creatives at advertising agencies produce work that is visually appealing and often the advertisements hide drab or derelict buildings. And there is no way to block the advert out, no way *not* to see it. Of course out-of-home advertising has gone digital too, but personally I believe the old style static ad is one of them most powerful forms of advertising there is as it leaves one brand in the spot light, instead of fighting for attention with another.

The Notting Hill Carnival, is just one recent example of the power of out- of-home advertising in a digital age. We sold ten prime locations along the Carnival route, the World's second largest outdoor event, exposing brands such as Warner Music to the estimated 2 million people lining the route. Such was the success of the operation that if you trawl your friends' photos of the event, the chances are you'll see our billboards in the background. Our adverts are now displayed on social media sites so that the friends of those 2 million will now be exposed to the advertising. How much time and effort would have had to be spent on a social media campaign to get those results?



## 29 Building an e-commerce Business from Zero



**By Chris Orrell – Founder and MD of [Hotel Exclusives](#)  
[@HotelExclusives](#)**

At the start of the dot-com era (the 1990s) everyone was trying to identify the next big thing. People were becoming millionaires over-night and investors were throwing millions at even vaguely workable ideas. It was a modern day gold rush. Did these companies really need millions to reach their customers or could you grow a dot-com organically? Of course the dot com bubble burst and things became much tougher. However it is still the case that many companies still start out by looking for other people to invest in them.

I come from a very normal background and the idea of risking huge sums of money (even if it was someone else's) was not appealing. From an initial investment of £3,000 from my credit card in 2003, we are now selling £5 million of hotels, gifts and breaks per annum. One of the huge advantages of an online business is that many of the overhead costs are not essential. You don't need an office, or a sales team, which are the biggest costs for most businesses. We learned how to exploit digital marketing and became our own experts at SEO and PPC.

But what impact does it have? I think the biggest difference between Hotel Exclusives and our competitors is brand awareness. We came to market first but our competitors launched multi-million pound marketing campaigns with their investors' money and became household names.

With my next venture, launching soon, I must confess that I'm going to investors. I would like to be the market leader this time before someone with very deep pockets comes along and steals my idea, so my goals are different to what they were with my first business. However you can still achieve a lot with very little money, a good plan, good contacts and great knowledge of an industry, but it does take longer and you have to work smarter. The good news is that if you can do it, you don't have to share it with anyone.



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# 30 Hold the Champagne



By Simon Wilcox – MD of [Digital Craftsmen](#)

[@DCHQ](#)

Picture the scene; your digital marketing campaign has been a run-away success. SEO has put you at the top of Google, the PR team have given you so many ‘opportunities to see’ that you haven’t had time to read all the cuttings and you have gone viral on Social Media. Time to crack open the Champagne? At the risk of being the bore at the party, have you checked with your IT team that they can manage the extra traffic?

I’m pretty convinced that some server crashing stories are actually marketing ploys. It says great things about your event if the demand is so high that your site crashes. Long established events know that they’re going to get a huge spike in traffic so could easily plan for it to avoid the problem. Instead every year the media report that the site has crashed, reinforcing the idea that the event is popular.

However, unless you’re in that league, it’s not a strategy I would recommend. It can only be used when you’re 100% confident that the frustration won’t irritate and disengage your customers. If, like most businesses, you can’t risk that, and you need the success of your marketing to translate to sales, then hold the champagne a few minutes and go and talk to your web host. We offer a managed hosting service, and are often brought in when the problems arise, so we know how common the issue of lack of communication is and the disastrous consequences of it.

The key to getting it right is to let your web host know, well in advance, when your campaign is going live and how many extra visitors to the site you expect. When things go really well, and you’re ready to celebrate, brief them again (with best case scenarios) so that they can invest in extra capacity to ensure all your hard work really pays off (and remember to invite them to the party).

# 31 Full Stack Marketing 101



**By Steve Lock – Project Manager at [Linkdex](#)**  
[@stevejlock](#)

Full Stack Marketing is a rather nice term, although it may not quite be the best as many would argue that well rounded marketers are simply just ‘marketers.’ However, it’s a term I really like as entertainingly there is still much movement in the digital industries as to what people choose to call themselves, from inbound marketers to growth hackers to content strategists and even titles with guru in them (not sure whether to laugh or cry, but I’ve seen it!).

The term has evolved from the concept of Full Stack Developers. These are particularly hot concepts in the world of startups as they have the skills to provision servers and know enough front-end and back-end coding to complete a proof of concept or bring a startup project to life pretty much on their own, or they are at least able to cover several development roles. This gives the option of keeping lean and agile, with potential for massive cost savings along the way, especially if you get to bag a Full Stack Developer as a founder member.

The equivalent Full Stack Marketer would know enough about marketing and digital to be able to deliver campaigns touching on many different disciplines from email to SEO to web analytics, CRO and PPC. It’s a term that is often credited as being coined by Marcelo Calbucci and you can read his [original blog post here](#).

When you consider these skills, it really emphasises how some experienced traditional marketers must be struggling to keep up, especially when all of a sudden they are expected to know about everything from cookie law to site behavioural retargeting and CRM integrations.

However don't be fooled. Full Stack Marketers won't be experts in every field, but will know enough to understand how it all fits together, will have the ability to launch small projects and most importantly won't be scared to learn.

### 31.1 How to Become a Full Stack Marketer:

1. **Always keep learning, and even learn about learning (meta learning)** – most importantly a constant effort to learn new things is essential as a digital practitioner in any discipline.
2. **Keep curious** – This is what drove the likes of Leonardo Da Vinci, who became an expert painter, sculptor, architect and engineer. The digital equivalent is investing the time to learn about as many digital disciplines as possible.
3. **T-Shaped skillsets** – From my own personal experience, I find that having a core discipline that you have fully mastered, adds depth to all of the other digital skills you accumulate thereafter.
4. **Learn how to code** – Pick a language, if you can't decide choose Python, you won't regret it. Incredible resources are [Udacity](#), [Nettuts](#), [Coursera](#) and [Learn Python The Hard Way](#).
5. **Maintain a blog and make sure you get your hands dirty** – It should be essential for anyone interested in digital to launch a website. Use this as a testing ground for coding, analyti

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## 32 Why are Ad Volumes increasingly being purchased in Real-Time on the Ad Exchanges?



By Henry Lewington – MD [Barracuda Digital](#)  
[@BarracudaDig](#)

Back in the digital equivalent of the Industrial age, clients and agencies alike, would specify sites, on demographic or specialist interest grounds, allocate budget and often negotiate directly with publishers. Space was allocated and invoiced by publishers and ads were served into the slots in line with the pre planned schedule.

The proliferation of media options on the supply side, and volume of advertisers on the demand side, necessitated an automated route to market. Subsequently we saw the rise of the network, blind, semi-blind and transparent, grouping sites on demographic, behavioural, or topic lines. Ad commerce grew, however a price was paid in transparency. Black box purchasing meant the inner workings could not be seen. This raised questions from publishers and advertisers alike: where's the money going? How much is the network making? How much benefit am I getting?

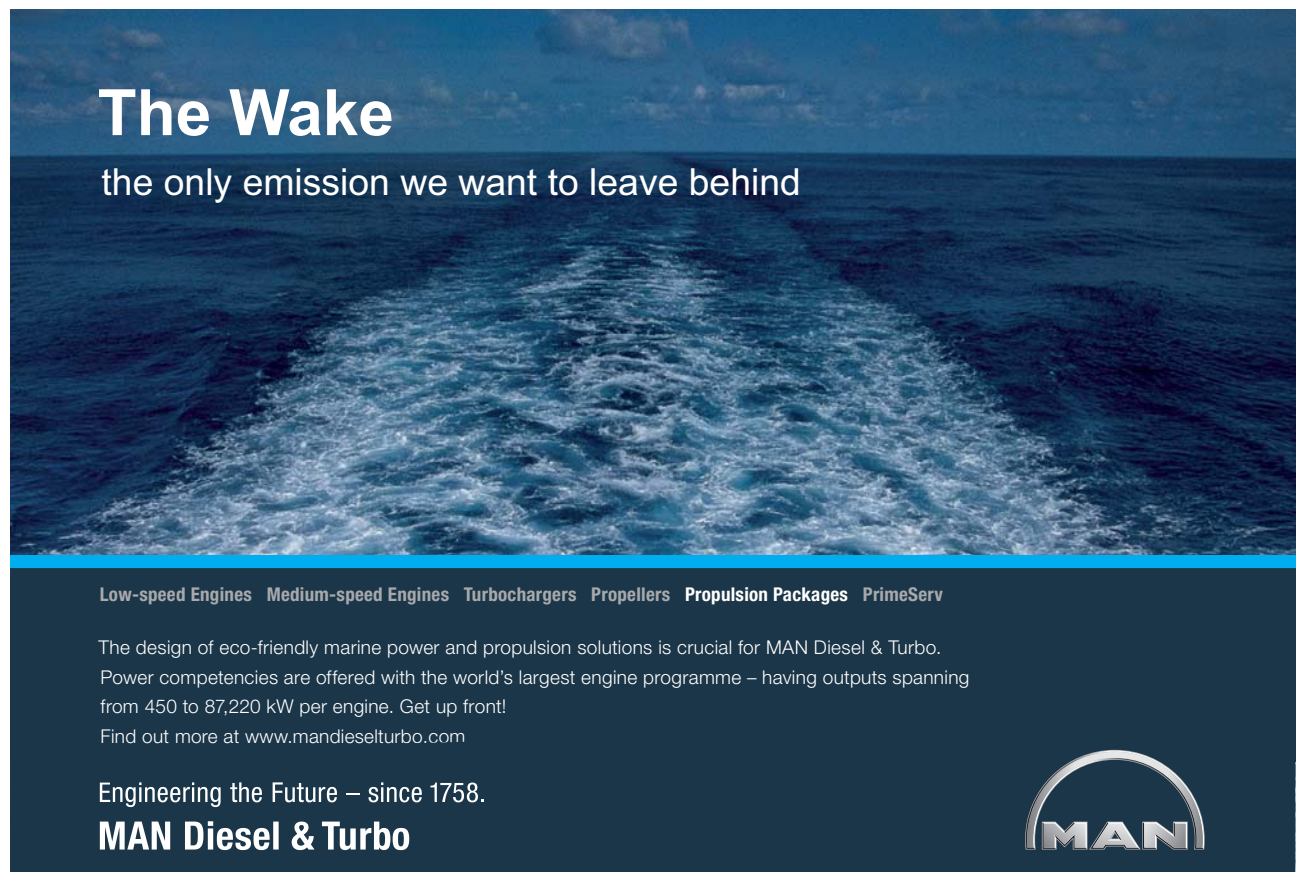
A more equitable solution has been provided by technology. Real-time bidding enables advertisers to gain visibility on what is being purchased and analyse performance for each advertising variable. The metric for purchasing has become closer to the value of the inventory sold to the advertiser. Advertisers gain control over the way in which they target, re-market, and bid according to the conversion value. Publishers benefit because they have a broader range of advertisers bidding for their space, and crucially, they get a fairer slice of the cake.



The market is still evolving, tracking continues to evolve for the majority of advertisers, and a fuller understanding of the impact of varying traffic sources is encouraging more advertisers to test real-time bidding of display inventory.

So what does the future hold? The principles are now set, transparency and tracking are showing where the value is for the market. The barriers to entry have been removed. Advertisers are increasing, but supply side is also increasing as consumers spend more time online.

Real-time bidding is become a part of the majority of client schedules, and will continue to grow in popularity as its value is realised. Now is the time to test display spends by bidding in real-time. Your agencies can help. Opportunities still exist to purchase inventory at low cost, and where target sites have become heavily bid, you can still manage your spend effectively against conversion targets.




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# 33 Advertising Needs More People Who Understand the Data



By **Rob Weatherhead** – Board Director (Digital Operations) for [MediaCom](#)  
[@RobWeatherhead](#)

Data is a hot topic in digital marketing. The plethora of information available through adservers, analytics packages, CRM systems, and numerous other sources is one of the greatest benefits of digital advertising channels. The problem is, whilst nearly all agencies will claim to be ‘analysing’ this data and ‘optimising’ campaigns based on their findings, the majority are not even scratching the surface.

Looking at the performance of an individual keyword, or an individual placement over time and making adjustments to your strategy based on its performance will produce small incremental improvements, but there is so much more that can be achieved if you are making decisions based on the myriad of other information at your disposal. What about if we overlay time of day on all clicks and transactions generated by the placement being analysed? And day of week? And what about the ad or the offer it was promoting? And then what happens if we look at weather patterns? Or the location of the user? And that's before we start to introduce the data we know about the user. Do we know their sex? Have they been exposed to an ad before? Have they interacted with any of our other ads or other digital channels? Have they visited the site before? What do we know about other sites they have visited? Do we have any CRM data on them that indicates they have purchased before and what they bought?

All of this available information means that you have a huge number of potential data points to play around with and make advertising decisions based on your findings. Above I listed 13 variants which could be used to make optimisation decisions but there are many more. If you layer on the potential answers to the questions then you are quickly up above 50 different data points. And this is before you start looking at things like socioeconomic and lifestyle indicators.

All of this information makes for more targeted advertising and hopefully less wastage for the advertiser and a greater return on their advertising spend. The challenge for agencies and media channels is to be able to take all of this available data, understand it, model it, and use it to make campaigns more effective. The problem is there aren't many people out there who can do that.

Much of the talent coming into the world of advertising, both on the agency and the client side, is coming from a marketing and business background. This leads to a lot of people who can comfortably talk demographics and socioeconomic groupings but not many who can talk regression analysis and modelling. And equally as few who can develop ways to gather all of the data points we have access to and create ways of feeding them back into campaigns.

The big agencies are doing their best. More appointments can be seen of 'Data Scientists' and 'Head of Data' roles and more people from Maths and Econometrics backgrounds are being recruited into the world of advertising but we still need more. All forms of advertising are becoming more digital and therefore more data-driven, and so no matter what your role, you are going to need to understand the data, or have the support of somebody who does.

As one anonymous observer put it "analysis is only as good as the data on which it is based and the skills and experience of the analyst." We have the data; we just now need the analysts.

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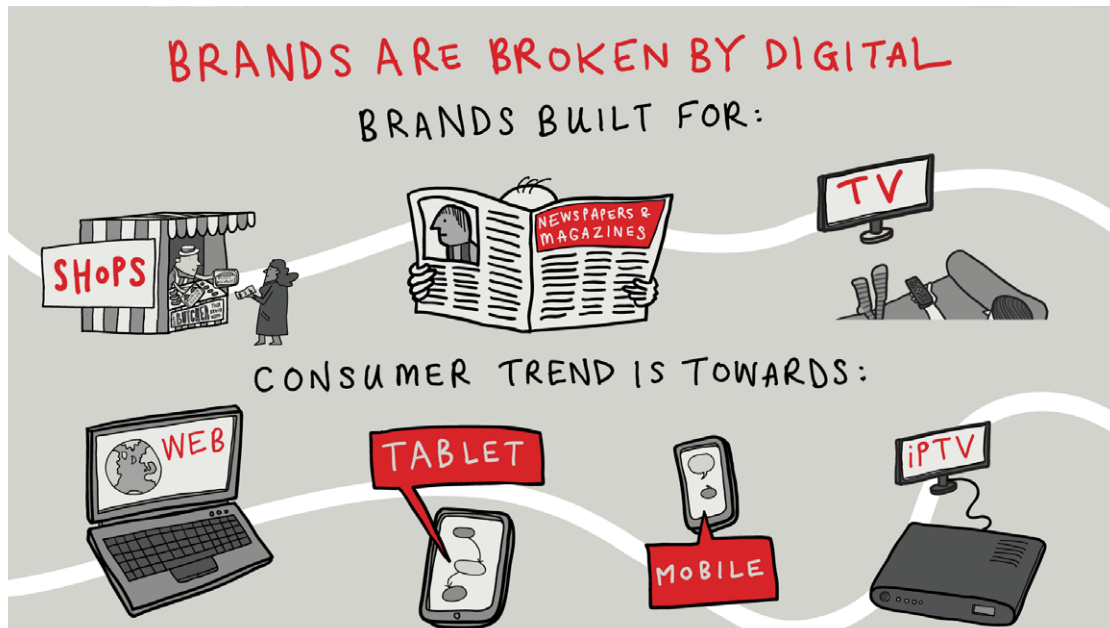
# 34 How to Reach More Customers and Deliver on your Brand Promise



By Julie Strawson – Director, Market Development, Monotype and founder of [brandperfect.org](http://brandperfect.org)  
[@juliestrawson](https://twitter.com/juliestrawson)

Fragmentation in marketing channels is a barrier to delivering on brand promise. For example, research by Monotype's Brand Perfect initiative, found that 62%\* of consumers in the UK and US prefer dealing with native digital retailers rather than traditional 'High Street' ones, largely due to inconsistency in the service that traditional retailers are offering between in-store, the desktop and mobile.

This inconsistency is caused by varied technologies, the lack of standards and tools. But while we all catch up with technology, our customers have already moved to the web, which they access via increasingly disparate mobile platforms – not just smartphones, but tablets and, increasingly, 'Smart' TV too.



This broken experience is also happening because the branding process itself is fragmented. Specialists in different disciplines have, well, specialised too much.

Examine the workflow involved in creating a new brand\*\*.

The first part is probably familiar to you – the journey starts with the brand forming a brief for an agency and a range of marketing and product stakeholders involved brand side.

# Brand

## Issues

VERSION  
TRACKING

ASSETS DON'T  
GET TO THE  
RIGHT PEOPLE

## Processes

OWNERSHIP  
OF BRAND  
ASSETS

CONSERVATIVE  
& INCOMPLETE  
GUIDELINES

BRAND HAS  
A NEED

NEED  
DEFINITION

BRIEF  
CREATION

ASSET  
HANDOVER

## Actors



Product  
Manager



Marketing  
Manager



Marketing  
Manager



Brand  
Manager



Programme  
Manager



Product  
Manager



Brand  
Manager



Marketing  
Manager



Agency  
Account  
Manager



Agency  
Account  
Manager

## Deliverables

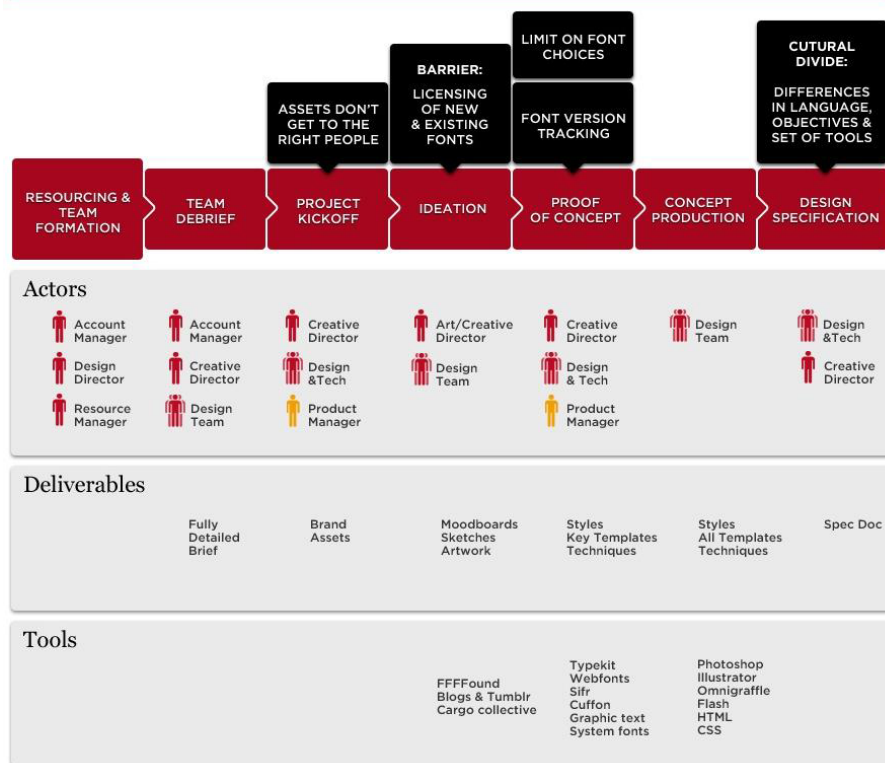
Fully  
Detailed  
Brief

## Tools

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USB  
Portals

But then the agency takes on the brief, and look what happens – the brand and marketing people are out of the picture and it's the product manager who is now the point person. Until this stage there's not been a developer in sight.

# Design



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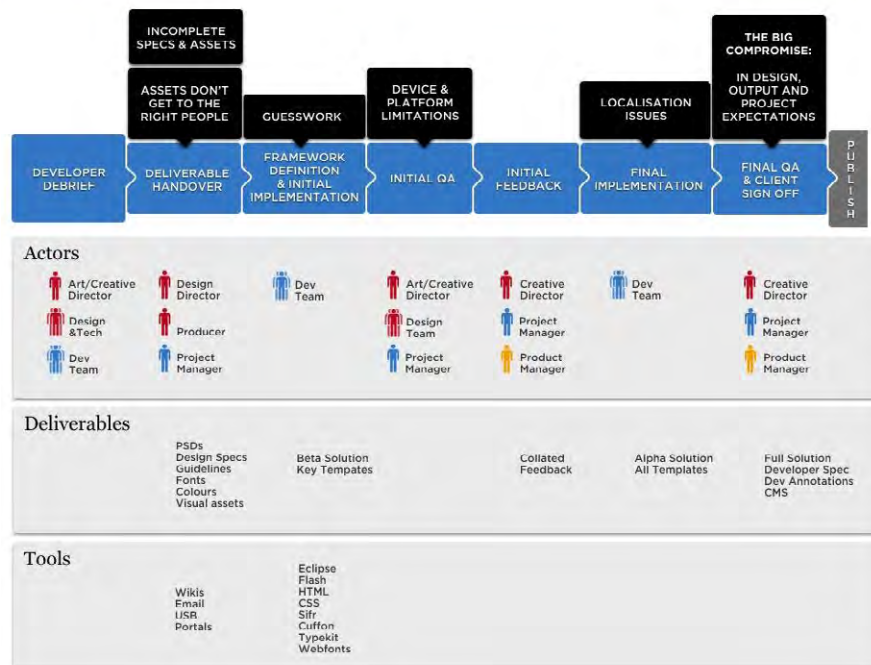
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Now that we're talking about building our experience, the developers enter the process. It's only at this point we discover that our big idea just isn't feasible technically.

## Build



Over half of the 600 companies surveyed\*\*\* reported a reduction in project profitability and almost half have been late to market working this way.

So how do we build seamless brands...

1. Unite your marketing, design and development teams, internally and externally; share and test ideas from concept to completion.
2. Be where your customer is – find this out first. Design your brand taking all touch points into consideration, not only print.
3. Imagine contextually appropriate experiences that are unified, whole, continuous, unbroken, flowing, from platform to platform for the customer. But – and here's the important bit – *not all the same or based solely on the print or desktop assets.*
4. Are you reading me? Ensure the most fundamental ingredients such as text actually perform for your customer.
5. Test, test, test. Build a realistic development budget and time into your plan to ensure what you build works for your customer. Rapidly prototype rather than detail design initially.



6. As web standards based on HTML5 mature, it will become easier for brands and publishers to place themselves back in the hands of consumers. HTML5 works across the big four platforms of PC, tablet, smartphone and smart TV, so experiences can be created more consistently.
7. Finally, seamless brand experiences are not about replicating the *same* campaign at every touch point. But there should be some fluidity and connection between touch points for the customer. So it's clear that they are dealing with you. If they don't trust what they see they won't respond.

**Sources:**

- \* Brand Perfect Adventures In Retail Study by Opinion Matters for Monotype, November 2012
- \*\* Brand Perfect research conducted by Fjord, focus group study, December 2011
- \*\*\* Brand Perfect Research conducted with ORB Research commissioned by Monotype in April 2011



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## 35 How important is “Time of Day sending”?



**By Bryan Black – VP of Sales and Marketing at [Blue Sheep](#)  
[@BlueSheepTweets](#)**

Remember the good old days, the post was delivered twice a day, we might get something in the morning while we enjoyed a leisurely breakfast before going to work. Never mind if something didn't arrive then, we headed off to work and called home later in the day to see if that important letter had arrived. But now things are very different. We are bombarded with emails, text messages, in app messages, social message and direct mail.

It doesn't just drop through the front door. It attacks us from our smart phones, laptops, desktops, tablets and even our TVs have become smart and can hit us with messages, and of course this carries on relentlessly 24 hours a day, 7 days a week!

So yes, it is very important for companies to know when, where and on what device people open and more importantly respond to messages.

To be successful in the digital world you not only need to know when people open and read emails, you need technology that allows you to do the same kind of analytics on text messages, in app messages and also lets you know which devices are being used.

To not know this information will result in the wasting of scarce marketing funds and low return on marketing investment.

As an example, we know that around 20% of text messages are sent to dead mobile numbers, at a cost of around 2p per message, on 100,000 messages sent per month, which is not uncommon for a gaming company, that would amount to nearly £5,000 per year. If you make a 1,000% return on text message campaigns you have just lost £50,000 of revenue!



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# 36 Why Expertise and Empathy are the Future of Digital Marketing



By **Andrew Atalla** – Founder of [Atom42](#)  
[@atom42](#)

Most entrepreneurs spend their time thinking about how to get more. More market share, more revenue, more customers. It's understandable; after all, we all want to grow our businesses.

When it comes to the digital space, this desire for more translates into seeking out more customer data, more engagement, more links, more likes, more top rankings in Google. But there's a problem.

As the online space evolves, consumers are becoming more skilled at identifying and weeding out the various marketing techniques associated with this quest for more. Meanwhile, Google's increasingly sophisticated algorithm is doing exactly the same thing.

Marketers are left wondering: what does Google want and how can I give it to them? Should I be producing more content, generating more links? In fact, Google really just wants to see good businesses.

Instead of pursuing the things which used to help us rank, entrepreneurs need to think about how they can improve their business by giving more to the consumer. Find out who they are and what they're interested in, put yourself in their shoes. Then think: what is my business doing to enhance these people's lives?

Business owners need to think about how they can use their expertise to go above and beyond for the customer. This might take the form of providing resources which will add value to the consumer. It might also involve offering the kind of exceptional customer service which only comes with a genuine desire to improve their experience.

Within the digital space there's so much opportunity to bring a positive experience which goes beyond a mere business transaction. When you make people feel good, they're much more likely to recommend your business to their friends, 'like' you on Facebook and generally give all those positive signals which lead to an outstanding online presence.

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# 37 'Digital' Still Means So Many Different Things to Different People



By Jose Espinosa – Client Partner at [Connect Advertising & Marketing LLP](#)  
[@joseespinosa](#)

*50 Shades of Digital* is a great title for this book as the whole language of digital continues to go mainstream.

Why? Because 'digital' still means so many different things to different people. In fact, there are many marketers who don't want to use the term digital as we 'should all be good at it by now'. The truth is, of course, not that simple.

Connect has been doing 'digital' for a while now – creating transformational experiences for Jaguar, Bentley and Land Rover customers and prospects to choose their cars is just one example of our work.

What remains as fascinating for me now as it did ten years ago, and I expect, will do ten years from now, is the continuing disruptive nature of the technologies that allow people to get what they want, when they want it and where they want it, across any device and country border.

As the global marketing ecosystem opens up – China and the other BRICs are of massive importance to our clients – we're all getting smarter at creating clever content (art) and systematic publishing tools (science) that mean we can produce and publish content efficiently, and see improved effectiveness in the results.

One customer behaviour remains constant – people want to use the web or their device to make things easier or to enjoy the experience. Browsing and shopping online should be a pleasant journey though an architecture of choice, and never be difficult to do. Applications that are truly useful, and help improve people's lives should become a seamless normality.

As we say here at Connect, we love to combine creativity and technology to deliver outrageous results. I'd like to think I'll be doing that in ten years time too.



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## 38 Improving Conversions: Make it Easier to connect with your Customers



**By James Critchley** – CEO of [cloud.IQ](#)  
[@CloudIQApps](#)

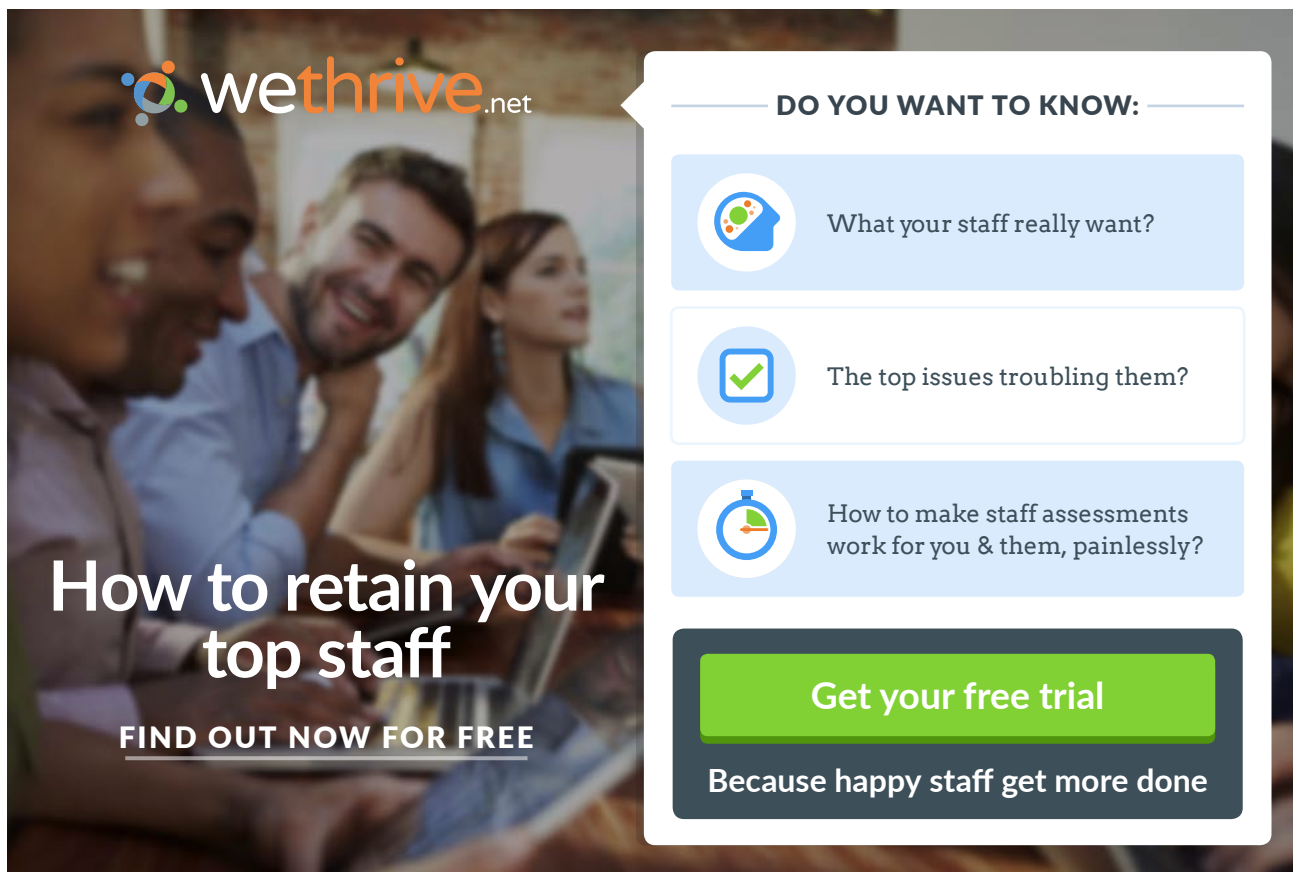
New technologies promising to make it easier for businesses to convert more customers are released every day and as a marketer you may feel overwhelmed by jargon and choice. Reaching people on ‘multiple touch points’ and ‘across channels’ is all very well; but how can you be sure the latest gizmo will genuinely offer a solution worth the, often significant, investment?

Above everything, consumers want the online buying process to be simple. So, if you are a growing ecommerce platform, the most effective solution to connect and ultimately convert your customers may well be the simple and dare I say it, old fashioned: offer to talk to them on the phone, for free, at their convenience, before purchase.

Having a free call back button on your site or at checkout stage is not only an easy but cost-effective tool to address this universal problem. The technology is cloud based (meaning it’s delivered via the web), can run alongside existing systems, and be monitored by any member of your team – whether they’re tech savvy or not.

According to a recent consumer survey, a fifth of customers would be less likely to drop out of an online sale if given the option of a free call back ([One Poll](#)). Forrester also recently highlighted that, for every £100 organisations spend getting customers to a website, only £1 is spent converting them. The need for businesses to communicate more effectively with their customers is clear.

Don't get me wrong, in 2013 multi-channel is incredibly important and will continue to shape ecommerce; but don't lose sight of the fact that multichannel means offline as well as on. The reality is that when making a purchase, particularly something that costs more than a few quid, customers usually want to talk to someone as part of the transaction. Doing so reassures them that they're dealing with a reputable organisation and as the old adage goes – people want to do business with people.



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# 39 Why Marketers Need to Understand the Benefits of Mobile First



By Sam Crocker – Director of Digital at the creative communications agency, [Bray Leino](#)  
[@brayleino](#)

There are various approaches that fold mobile into the website development process, each with their own philosophy and benefits. However, the nature of mobile, specifically its requirement for simplicity, makes it a logical place to start when defining a digital customer journey that will form the basis for an entire project.

Rather than designing a digital experience for the desktop and cutting scope when later adapting it to a mobile canvas, mobile first means working the other way, defining what functionality is most important and which content should be prioritised.

The constraints of mobile, such as screen size and data speeds, force us to be more creative and focus more intently on what's really important to our clients and their users.

In our experience, focusing on the attributes of mobile can bring significant improvements in overall online effectiveness. A focus on design and functional simplicity is required to properly leverage the physical form-factor of mobile, its immediacy and how it often only commands the user's partial attention.

This focus sharpens the mind and encourages project teams to think about what the end-user really needs. In our experience, the simplicity and customer-focus that a mobile optimised website requires are the foundations of efficient and effective online experiences.

While the benchmarks that define good experiences continue to rise, information and experience will be consumed in ever more dynamic, contextual mobile channels. And as mobile is the channel most consistently at users' fingertips, businesses and brands are increasingly defined by the quality and consistency of the mobile customer experience they provide.

It's a logical place to start.

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# 40 Are We Forgetting the Primary Function of a Mobile?

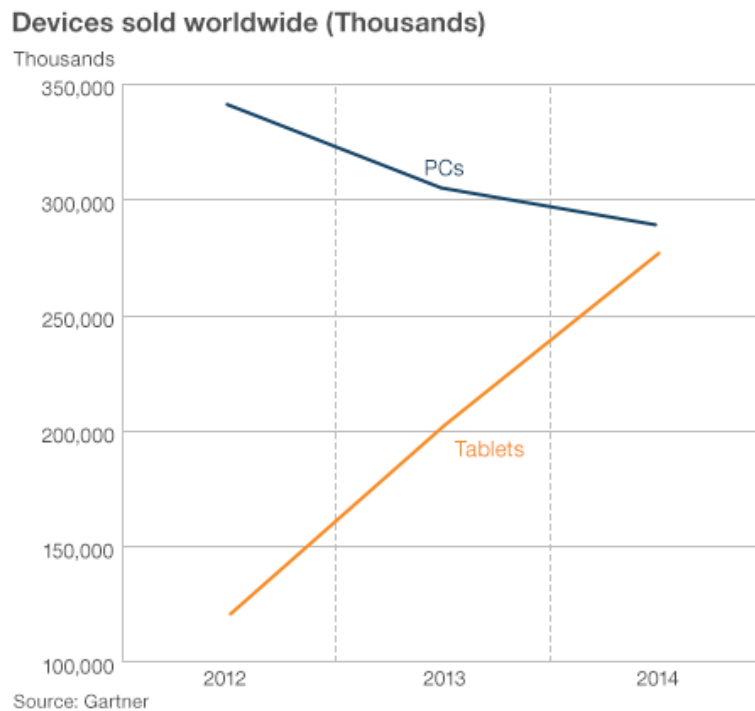


By Mark Emmett – Chief Information Officer, [Response Tap](#)  
[@ResponseTap](#)

The increased use and therefore focus on mobile is no longer just buzz, it's proven.

With the BBC citing a [10.9% decline in PC shipments](#) and The Guardian predicting that by 2014, [90% of mobile users will have no choice but to use smartphones](#) – even if all they want to do is to call and text – there's no denying that the mobile world is serious business. Particularly if you're a marketer.

With this evidence and more pointing towards the continued growth of mobile use, the marketing world needs to catch up and keep up by ensuring they're reaching people everywhere; not just at their desk and in their home, but in the shops, on the train and on the move. Choosing the right message for the right channel at the right time has become nothing short of a fine art.



There are a number of ways that businesses are doing this; ensuring that their online presence is conducive to mobile use through responsive web design and app development, using social media networks widely available on an app, SMS marketing and setting email marketing up so that it can be read easily on a mobile device.

However, have we neglected the original purpose of mobiles somewhere along the way? Marketers have become so caught up in online activity, conversations and mobile user experience, it seems like we've forgotten about conversions coming via a mobile call, be it click-to-call or simply manually typing in a number.

A mobile phone's primary function should never be far from your mind when carrying out mobile marketing. Recent research from Google states that [61% of all mobile searches resulted in a phone call](#), and that's good news for any business selling by phone. If your business sells by phone, leveraging your mobile marketing towards triggering a call will give you the opportunity to up and cross sell once a customer is on the phone.

Mobile marketing is growing fast, and as such it's vital to monitor its effectiveness in order to make sure you're getting the best possible ROI. The number of sales and revenue generated online can be tracked, but so can those made by phones. Integrating these two sets of analytics will give marketers a holistic picture of how effective their mobile marketing is, and how they can reduce or adapt campaigns in the future.

# 41 Time to get Emotional



**By Chris Searson – Chair of [Smart Cookie](#). Chris has 30 years' experience in marketing and business**

Traditionally marketers have thought in terms of disciplines and many marketers sat in their silos with only a vague understanding of what the other disciplines do. But the best marketing campaigns are those that cross all the disciplines, connect with people on an emotional level and provide customers with an experience that they will remember.

Smart Cookie have grown from a production house, producing great work to order, to a marketing agency that examines the challenge of engaging the customer and then comes up with a really creative solution that exploits the technology now available. We create experiences. To give you a couple of examples; we engaged people (including pilots) to stretch their arms at airports and pretend to fly on an interactive screen and shoppers to talk to vending machines.

Marketing has always been about engagement and digital has made it possible for these conversations to be two-way. To achieve engagement we need to put the customers at the heart of our thinking process and, ignoring the artificial boundaries between disciplines, use our creativity to find solutions that solves the challenges. We have to think about what we're giving customers in exchange for their attention, not demand and then irritate them by interrupting something else they're trying to do. We need to stop treating customers as mere demographics and instead treat them more like friends and find a way we can emotionally connect with them and make them love us and then they will talk about us.

Digital marketing, at its laziest, has resulted in mass broadcasting (rather than engagement) and impersonal spam (rather than targeting, tailored communication). But digital offers marketers fantastic opportunities to provide customers with memorable experiences and engage and entertain them at the same time. I believe we're only just beginning to understand the potential.



# 42 Making the Most of Email Marketing Metrics

How to successfully measure and report on all elements of an email marketing campaign



**By Guy Hanson – Director of Consulting for EMEA at [Return Path](#) and Chairman of the [IAB Email Council](#)**

[@GuyHanson](#)

Email marketing's most compelling USP is its measurability. Accurate, near real-time reporting means testing, execution, and the resulting return on investment can all be calculated with high levels of confidence.

## 42.1 Campaign Metrics

All email programs should be able to measure the following metrics:

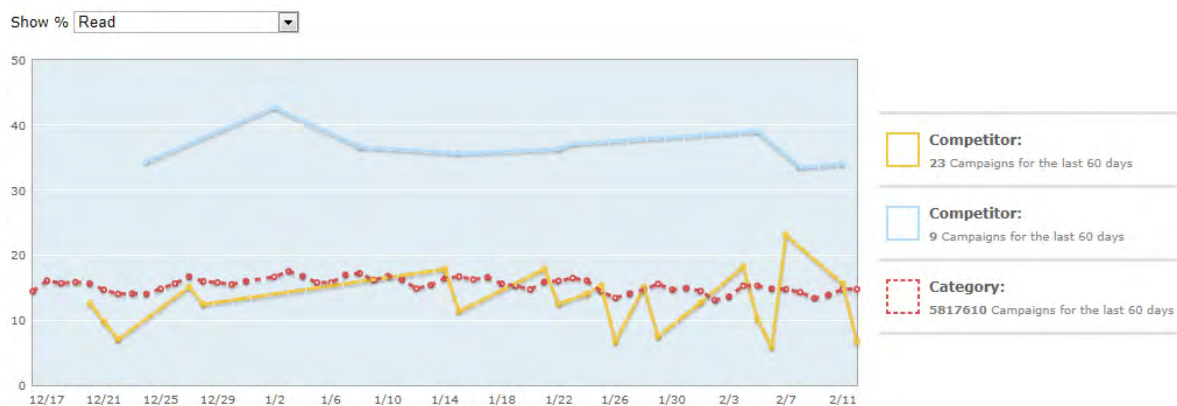
- Delivered/Inbox Placement Rate (IPR)
- Bounced (hard, soft, deferred, blocked)
- Opened
- Clicked
- Unsubscribed
- Complained

There is more than one way of looking at some of these metrics. For example:

- *Delivered vs Inbox Placement:* The Delivered metric relies on a “sent less bounced” calculation. Delivery to a spam/junk/bulk folder is regarded as successful. IPR considers only emails that are actually delivered to recipients’ inboxes.
- *Opened vs Read Rate:* The Open metric relies on the activation of a single-pixel image. This metric can be skewed by factors such as image disablement, and “false” opens from preview windows. Read Rate considers only instances of the email actually being opened, and is more accurate as a result.

However, metrics are meaningless if there is no benchmark against which to evaluate them. These could include:

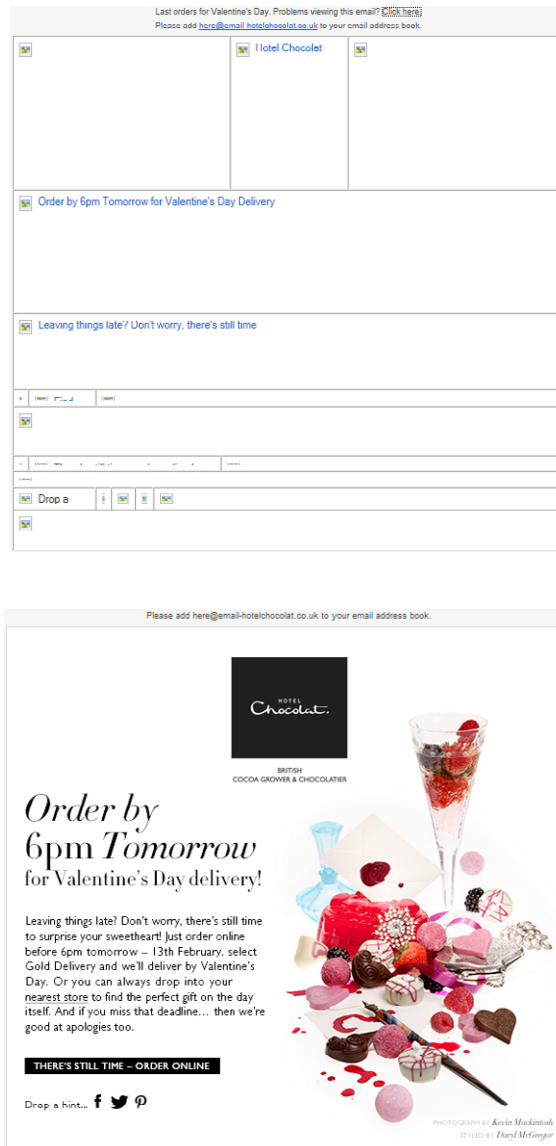
- *Past performance:* How does the program measure against historical performance?
- *Changes in strategy:* Which changes delivered incremental uplift with subscribers?
- *Top domains:* Are there significant variations in performance between Hotmail and Gmail (for example) which might indicate that domain-specific optimisation is required?
- *Industry sector:* How is the program performing against sector averages?
- *Specific competitors:* How does it benchmark against specific competitors?



**Figure 1:** Competitor email campaign Read Rate figures over a 60 day period

Also consider the relationships that exist *between* some of these metrics:

- *Clicks to Opens*: The ratio of recipients who open their emails to those who actually respond to them provides an important engagement metric.
- *Total vs. Unique*: Unique opens and clicks provide an accurate measurement of activity. However, the ratio of total opens/clicks to unique opens/clicks provides another measure of engagement.
- *Unsubscribes to Complaints*: If the former is lower than the latter, it points to potential issues with the program's opt-out process such as lack of visibility, difficulty to use, or insufficient trust.
- *Disaffection Index*: The aggregate of all churn metrics – bounces, unsubscribe requests, and spam complaints.
- *Sign-Up vs. Churn*: If addresses are being lost from the program faster than they are being obtained, there may be fundamental engagement issues.
- *"Positive" clicks vs. "Negative" clicks*: Total clicks can be misleading if a high percentage are for non-offer links such as "Terms & Conditions."
- *"View web version"*: A high percentage for this metric can indicate rendering and/or user experience issues. It could also highlight mobile users who are struggling with non-optimised content.



**Figure 2:** Imaged disablement example; this can have a significant impact on subscriber engagement

## 42.2 Engagement Metrics

Engagement metrics as interpreted by ISPs have already been examined. However, there are a number of other facets to engagement:

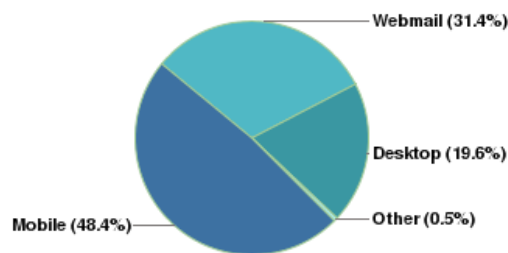
- **Recency:** Recency is usually based on last opened/clicked. However, other signs of activity (last website visit, last login, last transacted) are also important. We advocate using a recency “heartbeat” that draws on all of these data points.
- **Web analytics:** What percentage of site traffic is directly attributable to the email program? What is the average visit duration? What percentage goes on to convert, and what is the average order value?
- **Web sentiment:** Is social media commentary about your email program positive or negative? Which offers are trending? Who are your most prominent advocates?

### 42.3 Mobile Metrics

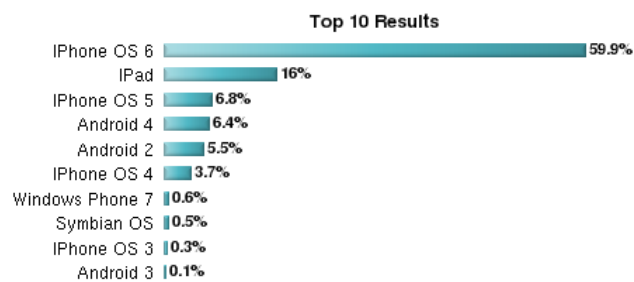
The increasing use of mobile devices to read emails means new metrics are required to support these subscribers, including:

- *Environment*: Mobile, desktop, webmail
- *Device*: Smartphone, tablet, phablet
- *Operating System*: IOS, Android, other

#### Email Client Platform Overview

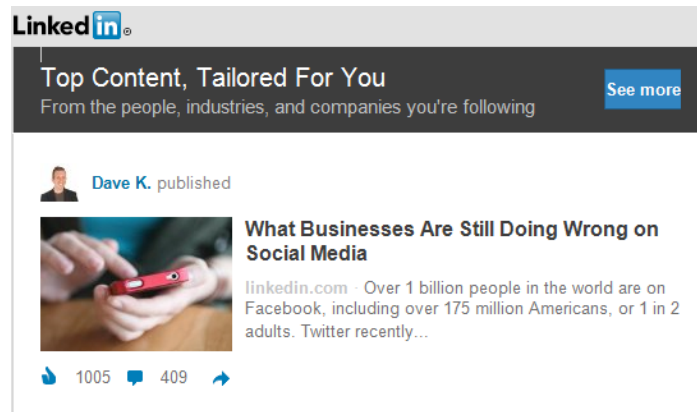


#### Mobile Overview



**Figure 3:** Statistics on mobile device, operating system and viewing environment

Accurate measurement enables email marketers to introduce variations to their creative images and content so they are optimised for mobile readers.



**Figure 4:** Variations in what content is displayed and how it is viewed

Traditional email metrics can be skewed by the mobile environment, particularly Apple devices, because:

- Automatic image enablement causes over-reporting of email opens.
- Lack of a complaint mechanism means user dissatisfaction is under-reported.

New tools such as Google Analytics for Mobile and Mobile CTA Tracking (for app downloads and click-to-call) should become part of email marketers' reporting toolkits.

## 42.4 ROI Metrics

The ultimate measurement for any email program is its contribution to profitability. While it is sometimes easy to demonstrate this relationship, the correlation is often more opaque. Methods that marketers can use to quantify program value include:

- Attributable orders/transactions generated.
- Responsiveness that was generated online, but delivers in-store traffic (e.g. voucher programs).
- Value per individual email address based on cost-per-acquisition vs. lifetime value.
- Value of program based on cost-of-operation times industry multiplier.

Additional metrics that financial directors and CFOs will consider when reviewing financial effectiveness of email programs include:

- Customer Acquisition Cost (CAC)
- Marketing spend as a % of CAC
- Customer Lifetime Value as a % of CAC
- Time to Payback CAC
- % of Customers who are Marketing Originated/Influenced

## 42.5 Making the most of the metrics

There are multiple ways in which to measure the effectiveness of email marketing campaigns. Marketers have many tools at their disposal to improve campaigns and demonstrate return on investment.

The first step is to examine the current statistics and information from which to start measurement, creating a benchmark against which to evaluate future campaign performance. The relationship between the metrics should also be examined in order to create the right measurement for each individual campaign. Following this, the specifics of engagement metrics should be considered including recency of opening, web analytics and web sentiment. This will enable marketers to create an overall view of subscriber engagement in relation to their campaigns. Mobile engagement should now form a very important part of measurement and reporting metrics, and marketers need to understand and analyse the numbers in relation to mobile viewing.

Finally, there are a number of ways to look at ROI and demonstrate profitability to senior management. An email marketing programme needs to be considered in light of the overall business and costs including customer acquisition. Email marketers need to be able to prove attribution between all metrics, demonstrating a positive or negative correlation with the financial effectiveness of their programs.

In taking these steps, marketers will create a powerful arsenal of reporting and measurement data. This set of information enables increased understanding of successful campaigns in order to boost subscriber engagement and ultimately prove the ROI of their email campaigns.



## 43 There's No Such Thing as Free Web Traffic



By Filip Matous – Partner at [Evergreen Reputation](#), a London based marketing agency that builds and measures sales funnels

[@filipmatous](#)

Want some free traffic from Google? From social media? Nonsense.

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All the relevant people that come to your website were paid for. Either you paid for their attention with money, or you paid with time – and likely a combination of both.

Jeff Bezos and peers invest billions in making sense of data each year to grow business – no reason you shouldn't invest at the scale of your business if you want to grow. What's the one metric to begin with that once tamed will give you the power to scale your business like the pros? I'll get to what it is right after this quick, yet rewarding exercise in understanding your web traffic data:

1. Draw two big overlapping circles, title one "time" and the other "money" – and title the center overlap "both".
2. List the marketing channels that bring you website traffic (there will probably be between 3 and 5 main ones) and write them in the circle or overlap they belong. Typical channels include Search, Ads, Social Media, PR, Email, Word of Mouth, Referral, etc.
3. Now write, roughly, how many customers/clients each channel has brought you in the last year.
4. Lastly, add the rough investment cost for each channel in financial\* terms.  
\* Say social media marketing is done by an employee (or you) – add up how much time was roughly used, how much you pay them (or what your time is worth) and arrive at the cost in terms of money.

If you can't uncover the data for the steps above, at least you now have focus on what needs to be understood. Google Analytics, plus a consultant if needed, will get you far.

So, about that powerful metric? Learn to understand the **cost per acquisition (CPA)** for each marketing channel. In other words, how much does it cost on average to convert a person to customer, by channel. The majority of SMEs are predictable in failing to measure this essential growth metric. Ask a typical SME how many customers each channel brought in the last year – blank stares.

Once you get approx. CPA, by channel, you'll understand what the real marketing costs are, and all marketing efforts will have obvious costs and ROI.

# 44 Digital Tactics: What Are You Going to Commit to?



By Stefan Bardega – Head of Digital, [MediaCom](#)  
[@stefbard](#)

In my mind, businesses that can clearly articulate the specific role digital fulfils in their business strategy, brand strategy and communications mix are the ones capitalising most fully on our new connected world.



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Without pinpointing these key roles – and appropriate KPIs to go with them – many businesses spend money on tech, platforms or media that have no clear objectives.

So my advice would be to crack those three questions before doing anything in digital. Defining these roles makes it simpler to assess which digital tactics you should commit to and which ones to avoid. And you can make informed choices of the types of content – from videos on your website to tweets to how-to videos on YouTube – you make, deploy and distribute.

Then you need to connect everything together – website, social media, apps and so forth – leaving no dead ends for people as they move through your universe of stuff.

Once all this is done, you can start to observe how people behave on your platforms – what they like, share, buy or criticise. This then informs your next wave of digital tactics. And so the cycle begins.

Sounds obvious, but it's difficult to do. You need smart people to make it happen. That's why MediaCom focuses so much effort on developing talented digi folk. Smart people who become experts in understanding user journeys for their clients. Experts who can then apply new media technologies (such as programmatic buying) to deliver audiences to our clients with the precision targeting, added value, reduced wastage and insights these new technologies deliver at scale.

And teams who deliver innovation on every piece of digital activity. Not innovation for the sake of it but innovation that delivers competitive advantage and that matches our clients' digital KPIs.

# 45 Digital Marketing: The Science behind the Art?



By Joeri Van den Bergh – managing partner [InSites Consulting](#) & author of ‘How Cool Brands Stay Hot. Branding to generation Y.’

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With the current hype of big data in marketing land, many people feel that digital marketing is completely turning into a data-driven ultimate CRM tool. Google earned 33.3 billion USD last year of which 97% came from online targeted ads. When Facebook recently reported the 51% year-on-year increase in mobile users, its shares soared by more than 40%. The ones that control the access to personal profiles are making money today, that's a certainty. But the question remains: is owning the databases and knowing aggregated or individual profiles enough to create a return on investment? Successful online brand activation can only be achieved if you have the right insights on current consumers' online and offline brand related actions (a.k.a. COBRAs). To build successful brand activations, I believe that you should get insights in two aspects:

- **Identification:** In the CRUSH model I have developed for my book, I have proven that brand identification is a crucial condition for building engagement. Brands can only be successful if there is a large overlap between the brand and consumer identity. In other words we need to understand what makes people tick – not only in the digital space but also in the real world. Who are the people that are currently engaging with your content? What is their lifestyle? How do they differ from consumers that do not engage with the brand? Why did consumers interact with your content or with brand related content in general? These can be extrinsic motivators (like being paid or winning something), but they can also be intrinsic triggers (access to exclusive information, content and entertainment).
- **Content:** In addition, we also need to understand how we can translate self-identification into the online world. Which types of content is our target group using, spreading or creating? How should the content be executed? Which creative style of content is contagious? Which format and execution works best for the true brand fans in order to touch their hearts and minds and trigger their actions?

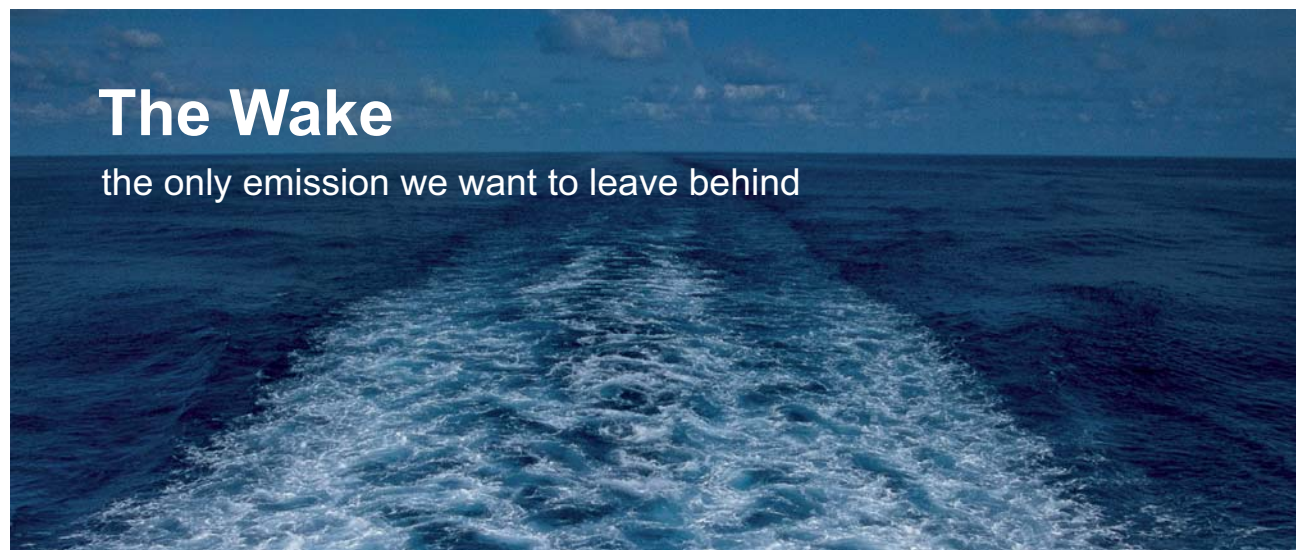
Knowing these aspects, it is clear to me that there are still some art-related marketing aspects beyond the science of digital marketing: creativity, guts and learning from your mistakes and from your successes.



## 46 Device Slice is King!



By Tor Crockatt – Product Marketing Director for [Bing Ads](#) in the EMEA region  
[@Searchtor](#)




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The brisk pace of smartphone and tablet penetration is causing a shift in UK consumer browsing habits. According to comScore's [2013 UK Digital Future in Focus report](#), a third of page views in the UK are now on smartphones or tablets. comScore also notes that usage of devices varies significantly throughout the day. Mobile dominates during the morning commute, desktops lead during work hours, and once on the sofa, it's predominantly about the tablet.

Screen size, convenience and personal context all affect what activities a user performs on any given screen. For example, filling in a form or an application for a significant purchase is trickier on a smaller device, making mobile more suited to on-the-go research for local services, travel or retail, whilst tablet users have the screen size luxury and the time to conduct meatier research and interactions. However, confidence in purchasing using smartphones seems to be growing. Intela revealed in their recent [Mobile Consumer Report 2013](#) that around half of UK smartphone owners are now happy to spend over £10 on their mobile, and that the most popular focus for purchasing is retail, with 40% of UK smartphone owners more likely to purchase retail goods on their phones over anything else.

It pays to do your research using analytical tools to better understand opportunity, trends and performance as it relates to your own products and services. Ensure you slice your reporting by device at every opportunity, as this allows you to test and optimise your keyword choices, bids and ad text for each of these different contexts. [Bing Ads Intelligence](#), the free Excel plug in from Bing Ads, enables deep keyword research based on seed words or your account contents, and gives you traffic estimates and keyword performance data by device type. The 'More Research' tab even offers demographic reports with the device lens. If you have Bing Ads [Campaign Analytics](#) enabled (also free!) you can use the [Bing Ads UI](#) 'Conversions' report to view your conversions by device. These two tools combined can give you a 360-degree view of where your ad does or doesn't resonate, and which screens are the 'silver' ones for your business.

# 47 The Advent of Customer Engagement Marketing



**By Felix Velarde – Managing Director of [www.underwired.com](http://www.underwired.com)  
[@felixvelarde](https://twitter.com/felixvelarde)**

We went through a recession, and while we weren't looking, the world of marketing changed. We discovered, as an industry, that making certain that marketing governance is based on sound principles is critical in a recession. Digital marketing, with its granular tracking and ability to follow a customer from first contact, means you can observe his or her behaviour while they consider their first purchase and beyond. When digital marketing is joined up correctly, you should be able to establish precisely how much value you generate for every pound that you spend. And this accountability during the recession meant a degree of comfort that marketing actually was working. In other words, we gave credence to – and then priority to – marketing which has built into it a chain of custody.

The traditional view of brand marketing was centred around the way the business wanted to engage customers. To some extent, in the early days of internet-based marketing, this notion of brands built around customers' needs was lost, at least temporarily. It became 'build it and they will come' – a conceit founded on the novelty of the medium: indeed, when I set up my first digital agency there were around 250 servers on the World Wide Web. Attendance and engagement could be reliably assumed.

The idea of a brand built around what the customer wants has of course changed as a result of the mediation of the internet. The customer is still at the centre of the business's universe, but this position has evolved. Marketing, once predicated on understanding demographics, motivation and behaviour, can now be said to pivot about which channel the consumer is (or may be) consuming at that precise given point in the customer lifecycle when they are considering a step. In simple terms, where once we considered marketing to be about mapping the progression from one medium to the next (TV followed press and PR, followed by Direct Marketing) this new age means we map the customer as she travels from mobile to Facebook, email to website and via SMS to shop.

In turn, this must be mapped against the decision-making cycle: first contact to second, peer review then press review, comparison sites, reminder banner, examination of features, emailed offer then shopping basket. We end up with a two-track series of events, joined at critical touch points which define the medium in which we pass on a specific, perfectly-timed message.

This form of marketing planning is necessarily going to be slightly different from segment to segment (a young mum's media consumption is going to be radically different to that of a Baby Boomer), and from product to product. But the framework is sound, and applies as much to a high-value B2B proposition as to an FMCG brand – in fact we've used it for products as diverse as McCain oven chips, ASICS sportswear, Travelodge and the FT. What it delivers is a rational, measurable chain of custody from first contact to value. From this continuous sequence comes your brief for the messaging at each touch point, a detailed resource requirements list, indeed a foundation for micro and macro KPIs.

This new post-recession type of marketing is called Customer Engagement Marketing. It takes the power of the brand, dethroned by a combination of recession and digital renaissance, and refocuses it on the customer. In essence, it recognises that the customer is now the centre of everything, and that our job as businesses is not just to design our products around them but to design our marketing around them too.

# 48 How to Convince a Personal Brand to Use Your Company Brand



By Alexia Leachman – Founder of [Head Trash](#)  
[@AlexiaL](#)

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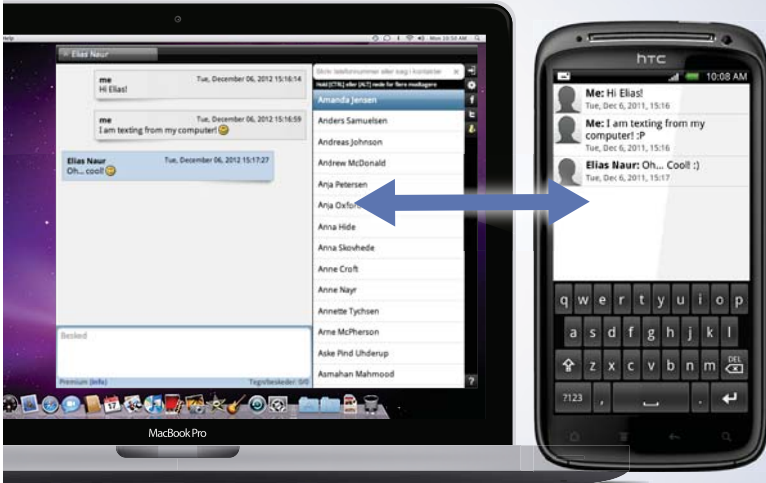
Go to

[BrowserTexting.com](http://BrowserTexting.com)

and start texting from  
your computer!

...

BrowserTexting



Personal brands (bloggers) aren't in your employ. They have their own agenda – which is to usually to build followers through uploading interesting content they know their readers will enjoy reading and commenting on.

Many too, are interested in monetary compensation. And boy is it out there – an article in influential fashion website [Women's Wear Daily](#) caused outrage last year when it 'bitched' about some bloggers earning up to \$50,000 a year on fashion campaigns. But journalists shouldn't be too surprised – after all, creating a personal brand and blogging is a business too.

And anyway, we're talking about big labels there – Chanel, Prada etc. Obviously none of us have that kind of money to splash around. So, your average entrepreneur and small business has to convince a personal brand to take on their company brand by some other means. Which could be by:

- Sitting down and working out some sort of reconciliation between what you need as a company and what the blogger wants so that you both benefit. In other words, share your goals with the blogger – what do you hope to achieve by getting your brand featured on their blog?
- Providing the blogger with exclusive content (the results of a survey, first look at a new product, interesting information on your sector etc.)
- Offering a competition give-away. Do you have a product you could offer as a competition prize exclusively on their blog? Or perhaps you provide a service and could offer a few weeks free? The benefit of a competition is that your company is getting the exposure and the blogger will get more followers coming to her blog to enter. (Remember to get email addresses from entrants so you can add them to your newsletter list)
- Praising their blog. Good old fashioned flattery never goes wrong, provided it's given sincerely. Tell the blogger how much you love reading their posts and would love your products/service to appear on their blog. Offer to write, photograph, video and supply the content yourself, for free (remember, they're doing you the favour)
- Offering to share the blog article on all your own social media channels, as well as your website to maximise the bloggers exposure in turn
- If the blogger does agree to work with you and publish a post, share with him or her the results of that post – not just how many hits your website received, or how many people commented on it on your Facebook account etc., but also how much extra revenue you believe it brought you in.

In other words, be open, honest and accountable. Dealing with a personal brand is just like negotiating with anyone else in business and the better relationship you have, the better the results.

# 49 Why It's Not Enough to Be Liked on Social Media



By **Rhiannon Price** – Research Director, [Northstar Research Partners](#)  
[@northstarlondon](#)

Perhaps the exploitation of social media was always inevitable. After all, could brands really sit by and not capitalise on the holy grail of *real* people recommending brands and services based on their real experiences?

Recently the extent of how brands are manipulating social has come to the fore with the revelation that some brands – including very well known ones – have been buying ‘likes’ to raise their profile. There seems to be an abundance of agencies set up to sell fake ‘likes’ which are mostly created one of two ways, a) hacking profiles, made easier if people already ‘like’ other pages, or b) creating a range of pseudo profiles which are managed by back room outfits in places such as India.

To say the least, the whole concept of fake ‘likes’ risks undermining the ethos of social media as a sacred territory created for social purpose.

Firstly, social media is a place where users do not have to endure the proliferation of marketing found in other forms of media. The buying public are in control and there is an addictive sense of liberation attached to choosing to ‘like’ or to listen to ‘likes’ generated by other users. It takes the power away from the marketers and transfers it to the customer, therefore minimising the risk of false advertising or brands being complacent with their offering.

Secondly, on social media users are in control of how other people see them. Profiles are crafted, posts are written and likes are chosen that build up a portrait of who they are. So the fact that some of these 'likes' are being generated by hacking Facebook profiles means users are unwittingly having their self projection changed, as Channel 4's Dispatches exemplified when they sought out the real people behind some of their bought likes. For example, poor Penny Lewis, a chef in Abergavenny in Wales had likes such as "Hot Fun", "Polygamy Uncensored" and "Matters of Size" being displayed on her friends' newsfeed.

But it also doesn't fare very well on the brand.

Firstly, as goes the age old adage, 'it'll always come out in the wash'. The reality stays the same; there are no real people behind the likes. With a bit of digging users can tell this by looking at the ['Talking About This' metric which measures interaction](#) with a page as opposed to just seeing a page. So, as John Loomer, a Digital Marketing consultant explains: "If you buy 90% of your Likes, you can bet that your 'Talking About This' is going to be miniscule. And that tells a prospective fan who doesn't know you bought those 'likes' that you are simply not interesting".

This lack of interaction also affects your [EdgeRank](#). This means that if people aren't *really* people interacting in real ways about your brand, your content will not be deemed relevant enough to share with other (*real*) users.

In the end, as another old adage goes, it is quality rather than quantity that counts. By buying likes, brands are not only kidding Joe Public, but kidding themselves.



# 50 Social Customer Service – Are You Ready To Connect?



By Pete McGarr – Managing Director at [Tempero](#)  
[@petemcgarr](#)

Gartner's latest social media report stated that using social media to promote products and communicate with consumers will be the new basic level of response expected by 2014.

It is clear that businesses ignoring customers on social media will continue to become increasingly rare. A customer service strategy on social media needs to be formed and implemented urgently if businesses do not want to be left in the wake of their competitors. It is simple: any business that ignores its customers can't hold out much hope for a prosperous future.

If a customer called you on the phone, you would pick up the handset and speak with them. Businesses that leave the phone ringing (and loops of irritating hold music playing) will leave customers slamming down phones and cursing. So why do so many businesses switch off to communications from their customers via social media?

Tools such as Facebook and Twitter are a great empowerer, giving the man on the street more of a voice than ever before. Customer complaints are quickly flagged up and negative comments can spread infinitely more quickly than in the days of word-of-mouth moans. More than ever, complaints can quickly spread and reverberate through the web, causing real damage to brands.

Social media can appear daunting to many because of its inherently unruly nature, with all communications laid bare for the world to see. While respect can be earned through problem-solving responses, it is also important to understand that any kind of considered response can have a positive impact. O2 shot up in the estimations of many by using humour to field abusive Twitter messages sent its way following a recent system failure.

Social media is all about taking part in conversations with people and connecting. Leaving customer concerns unaddressed will prompt anger and risks severing ties with people who might have a long standing relationship with your brand.

It is simply not good enough to set up an online presence and think that it can be used as a one-way medium, sending out 'special offer' messages to legions of loyal customers. A digital silence will grate as much as, and probably even more than, the looped telephone hold music; as they say, silence speaks volumes.

At boardroom level, it is true that mystery surrounds social media correspondence. Many businesses struggle to understand how to effectively create a social media strategy that can prove ROI. Equally, many overlook the importance of engaging properly and all too often you see interns managing social media accounts.

Unfortunately, customers could not care less about these headaches facing businesses. They will continue to adopt and use social media sites to contact businesses in ever-increasing numbers, and will be expecting a response.

Boardrooms need to lose their fear of social media and create policies, guidelines and strategies for using these channels to communicate with customers to engage with them rather than ignore them.

Not many CEOs would question the ROI of the telephone for customer service, and that is exactly how they now need to think about social media.